the American Perfumer and ESSENTIAL OIL REVIEW

COSMETICS · SOAPS · FLAVORS

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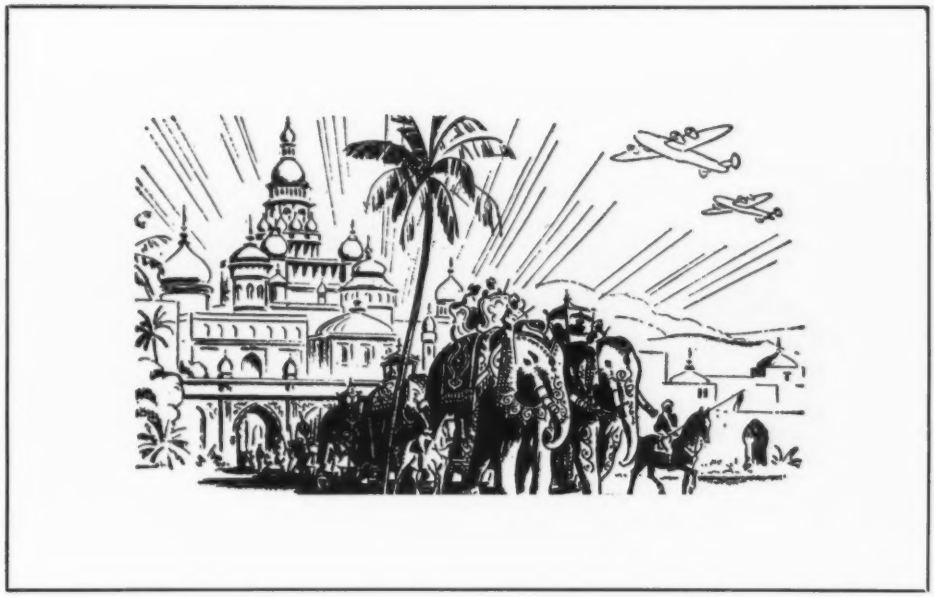

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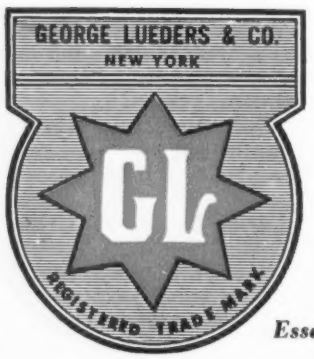

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the American Perfumer and ESSENTIAL OIL REVIEW

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Established 1906

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Editorial Comment

More Revenue to Government if Excise Taxes are Repealed

With the federal government facing a deficit of five billion dollars can it afford to lose over a billion dollars which it now gets annually from excise taxes? That in a nutshell is the substance of the objection to repealing these taxes.

In the first place the excise taxes were levied in 1941 for the purpose of diverting demand *away from* consumer goods in a period of war time shortages. For exactly the same reason in 1950 these taxes should be repealed so as to divert demand *toward* consumer goods.

Only a 5 per cent increase in business in the 27 excise taxed industries which do a total business of 35 billion dollars, would mean an increased business income of roughly $1,700,000,000. This expansion would readily come with the repeal of excise taxes by the proven route of lower prices. And it would restore thousands of jobs which evaporated after the taxes went into effect. Revenue from normal income taxes from manufacturers and workers would more than offset any apparent loss to the Treasury from the repeal of the excise taxes.

Will a Physicist be the One to Classify Odors?

Atoms of the different elements each have a different sound that they emit 40 or more octaves above the range of the human ear. Through electronic machinery these sounds have been transposed down into the range which people can hear so that these vibrations may be studied. The demonstration of this by Prof. Donald Andrews of Johns Hopkins University is another striking example of the aid given by the physicst to help the chemist in his work.

It leads to the thought that just as the physicist developed means free from the human equation for accurately measuring color that physicists more likely than other scientists may discover means free from the human element for classifying odors.

There is urgent need for such classification of odors.

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Today, Avon Allied's branches extend from coast to coast and into Canada to serve you more efficiently. Yet, its efficiency is never dissipated by over-eager attempts to serve a vast number of clients, lest the results fall short of the Company's purpose: To produce and assemble products built to the highest standard known to the American cosmetic industry.

When you are considering improving a product or creating a new one, it is good to know these things about Avon Allied. Take advantage of the opportunity to use the superior facilities and knowledge which Avon Allied's technical staff puts at your disposal: Men with a wealth of experience and specialized skills and the most modern scientific equipment that can be bought or developed.

By utilizing Avon Allied's highly specialized service, developed during more than sixty years of successful operation, you too may confidently look forward to the fulfillment of your own long line of "Great Oaks."

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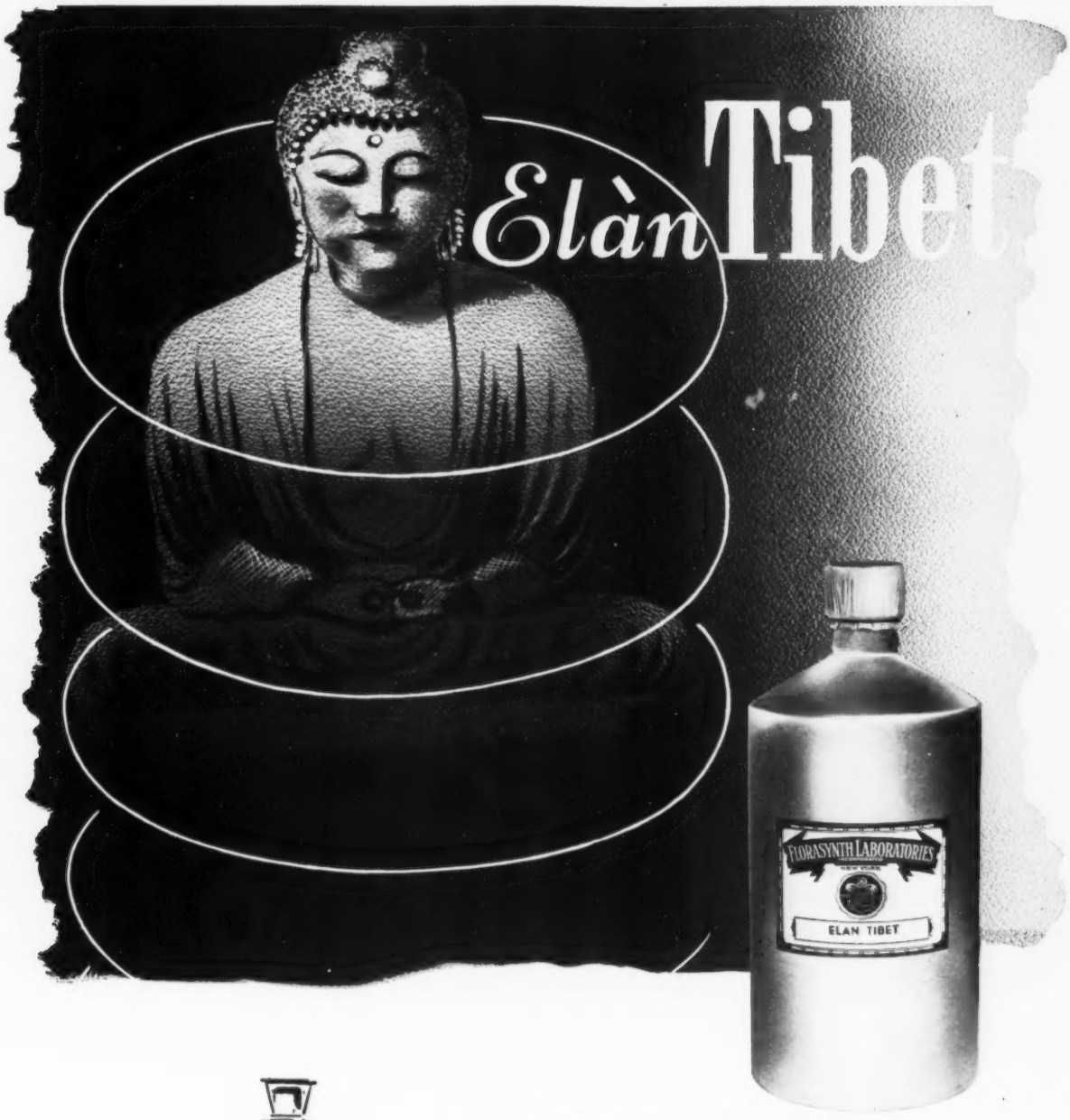

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The Formula of the Month

A Soap-Free Facial Cream With High Appeal

A	Hystrene T-70—70% stearic acid	15.0%
	Isopropyl Palmitate	1.0%
	Arlacel 60	2.0%
	Tween 60	1.5%
B	Arlex (Atlas commercial sorbitol solution)	2.5%
	Water	78.0%
	Preservative	q.s.
C	Perfume	q.s.

Preparation: Add (*A*) at 90° C. to (*B*) at 95° C. With rapid stirring, add (*C*) at 50° C. Hand work occasionally to 25° C. Rework and pack next day.

HERE's a facial cream that takes advantage of the exceptional high purity of Hystrene stearic acid (Unsap. below 0.2%—I.V. below 0.5!) to achieve the cosmetic elegance so sought after by manufacturers of highest quality toiletries. For example, because Hystrene acid is almost completely lacking in odor, it allows costly perfume oils to reach new heights of performance, not masked or altered by objectionable fatty acid smell.

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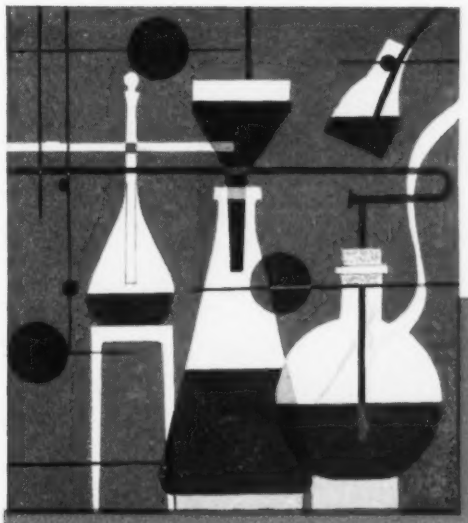

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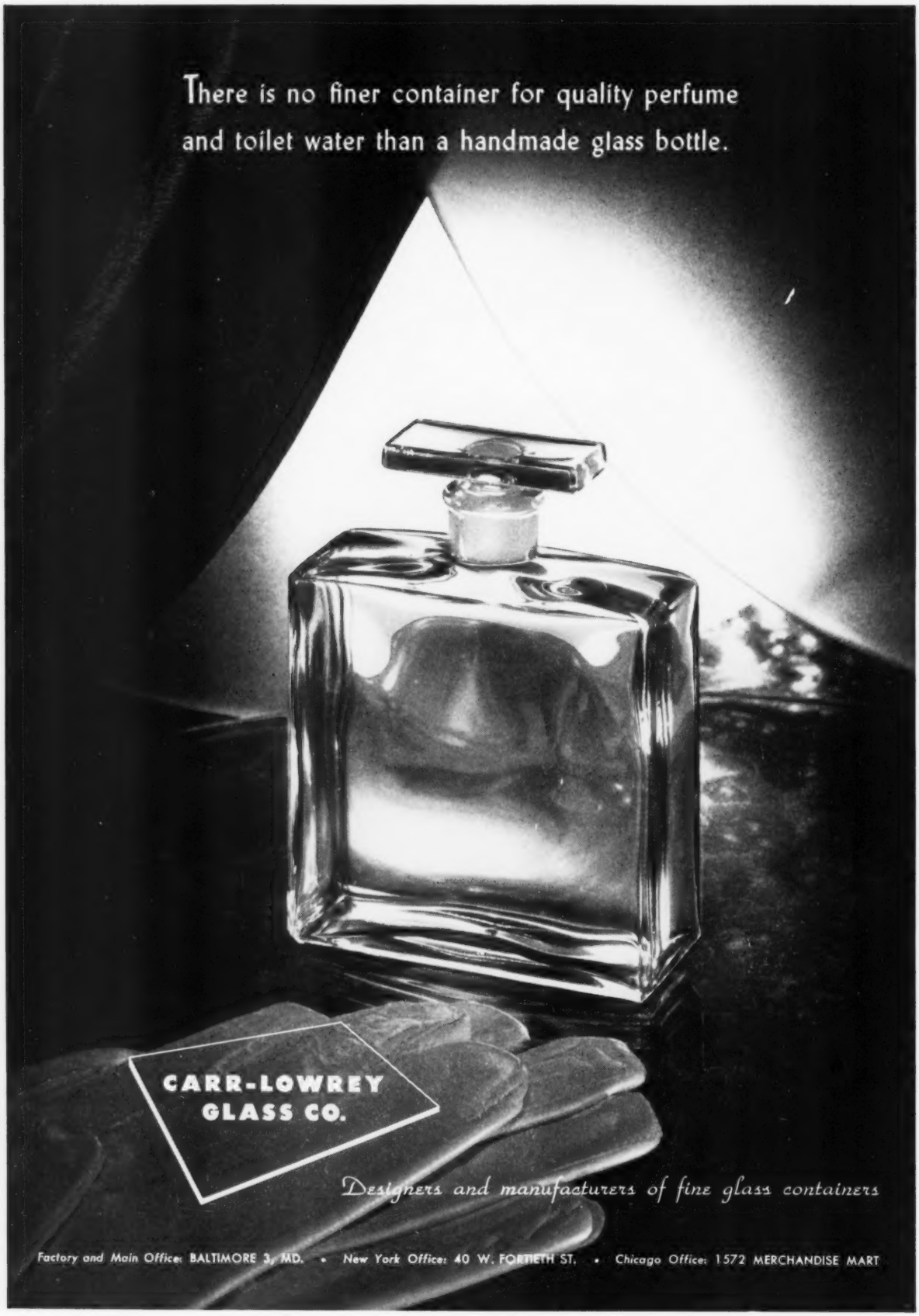
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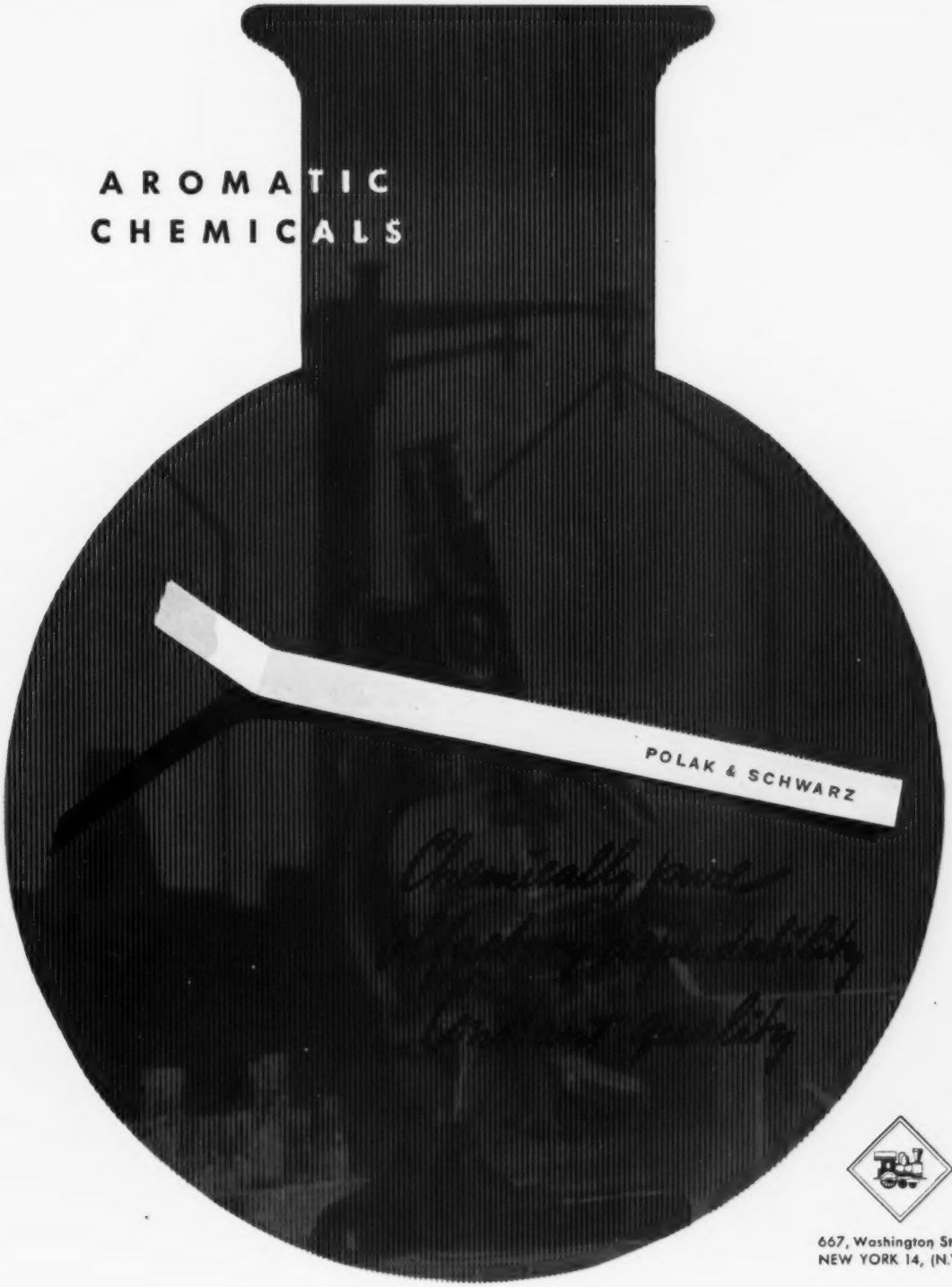

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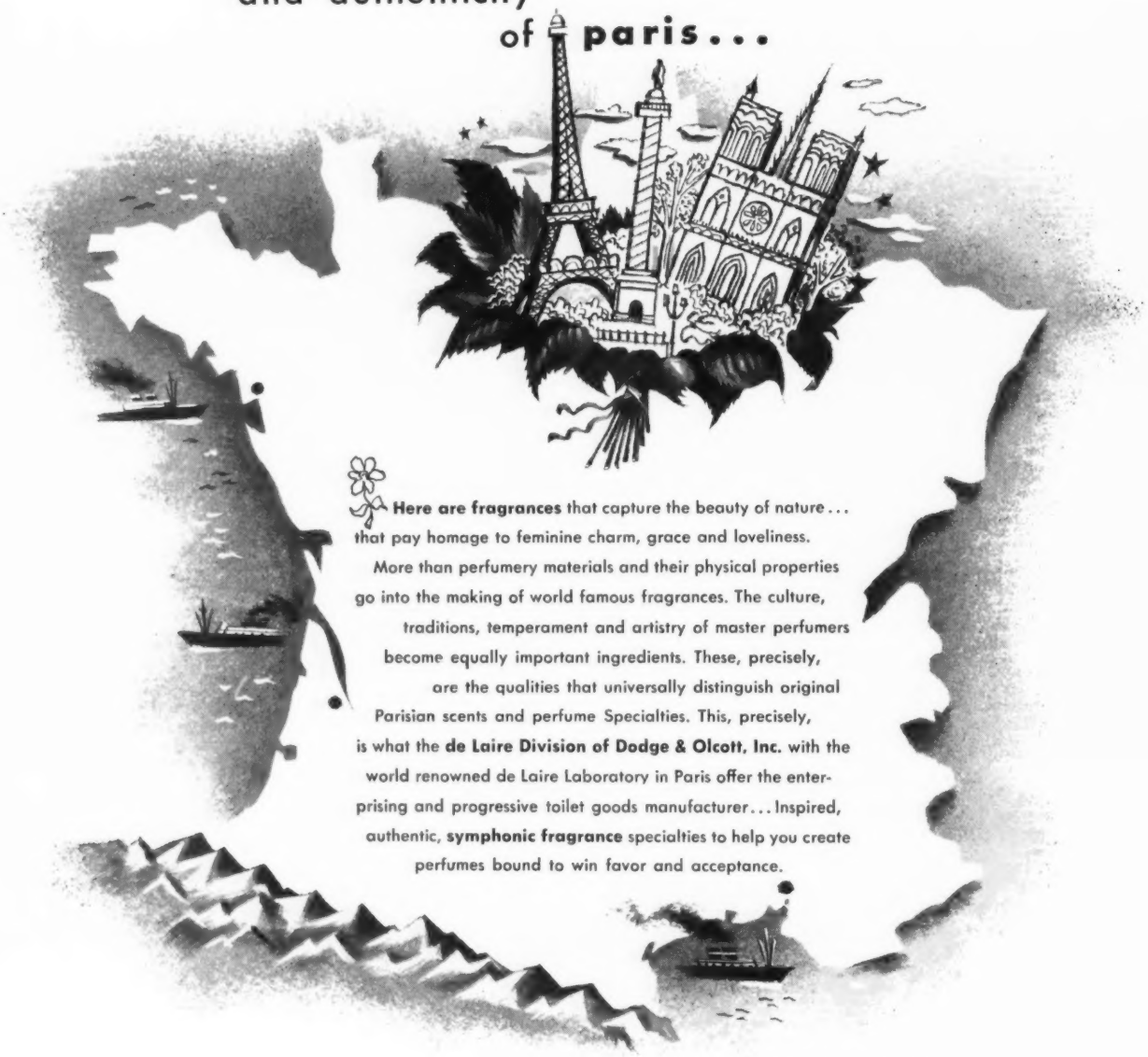

Here are fragrances that capture the beauty of nature... that pay homage to feminine charm, grace and loveliness.

More than perfumery materials and their physical properties go into the making of world famous fragrances. The culture, traditions, temperament and artistry of master perfumers become equally important ingredients. These, precisely, are the qualities that universally distinguish original Parisian scents and perfume Specialties. This, precisely, is what the **de Laire Division of Dodge & Olcott, Inc.** with the world renowned de Laire Laboratory in Paris offer the enterprising and progressive toilet goods manufacturer... Inspired, authentic, **symphonic fragrance** specialties to help you create perfumes bound to win favor and acceptance.

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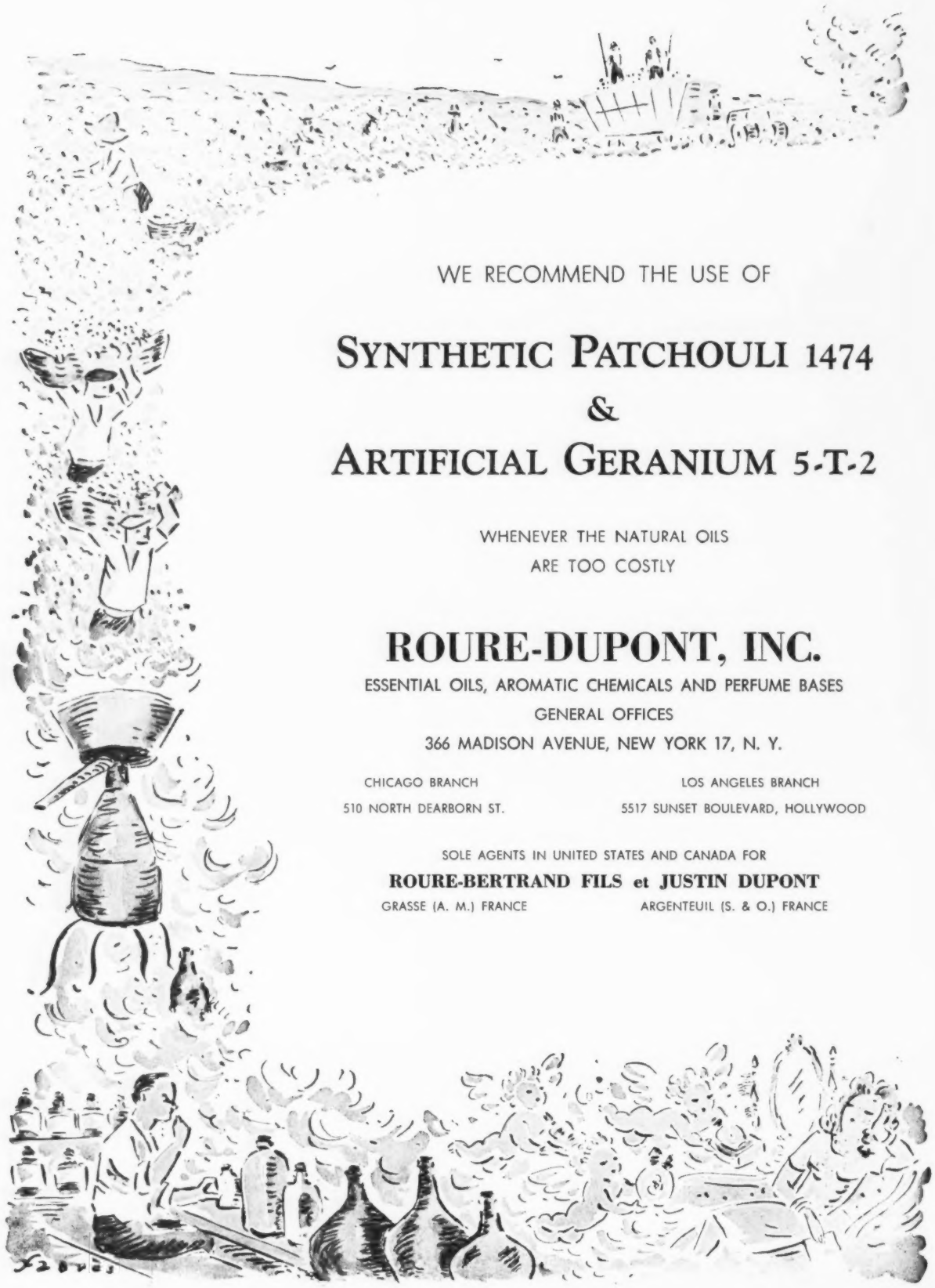

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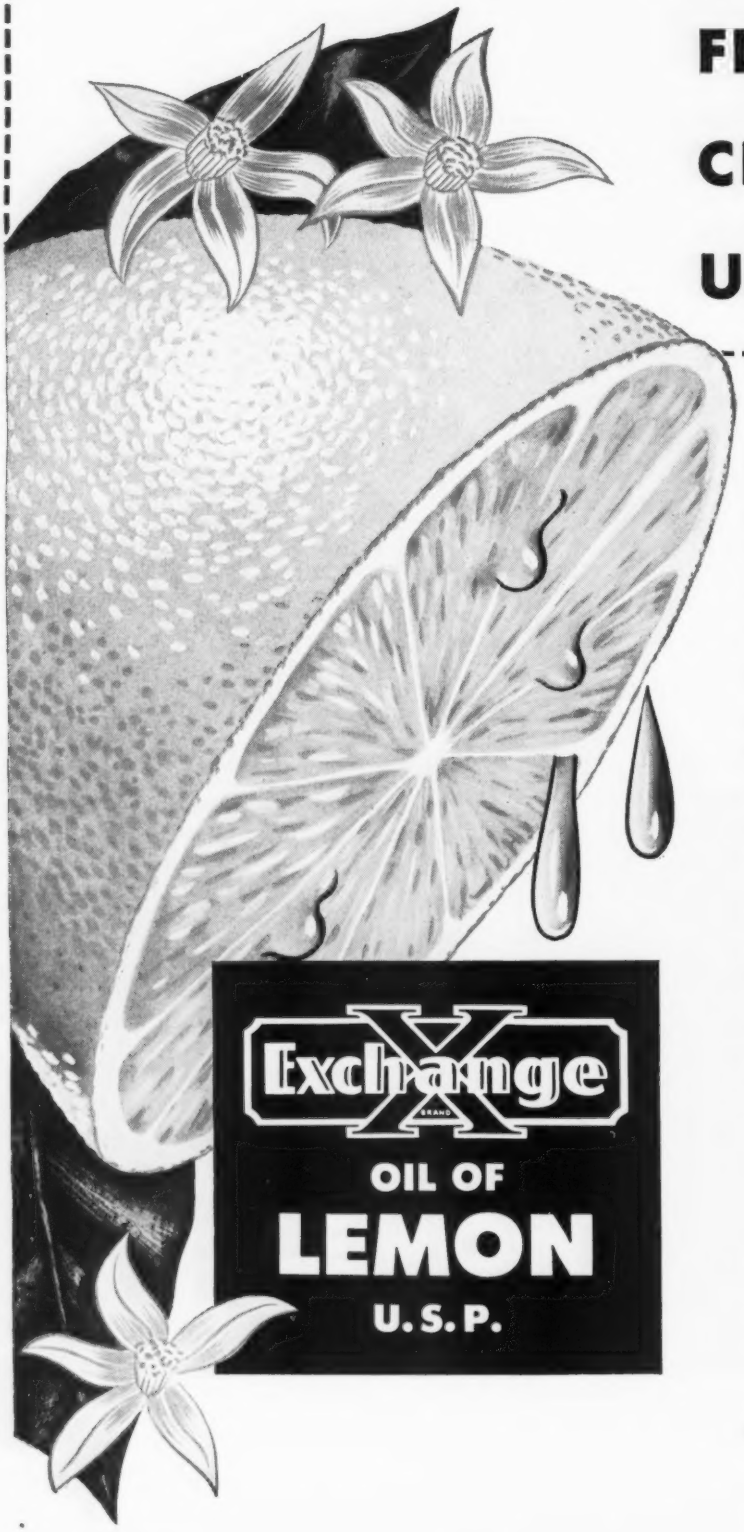

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This overwhelming endorsement by the trade is your guarantee that Exchange Lemon Oil delivers *quality*... quality in the form of superior *flavor* and unmatched *clarity* and *uniformity*.

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05662
A sweet WISTARIA fragrance intended primarily for creams. This is an odor of exceptional beauty and delicacy—one that will linger long, but most discreetly.
12377
This number imparts the delightful perfume of FOUGERE—most popular for toilet waters and shaving lotions. It produces excellent odor effect at very moderate cost.
05332
A rich, PINE BOUQUET, as exhilarating as the early morning fragrance of dew-laden forest balsam. This number is made-to-order for bath oils and we especially recommend it.
08356
This ROSE note is particularly effective in face creams, although it may also be used in lotions and various other toilet preparations. It is richly fragrant and very lasting.
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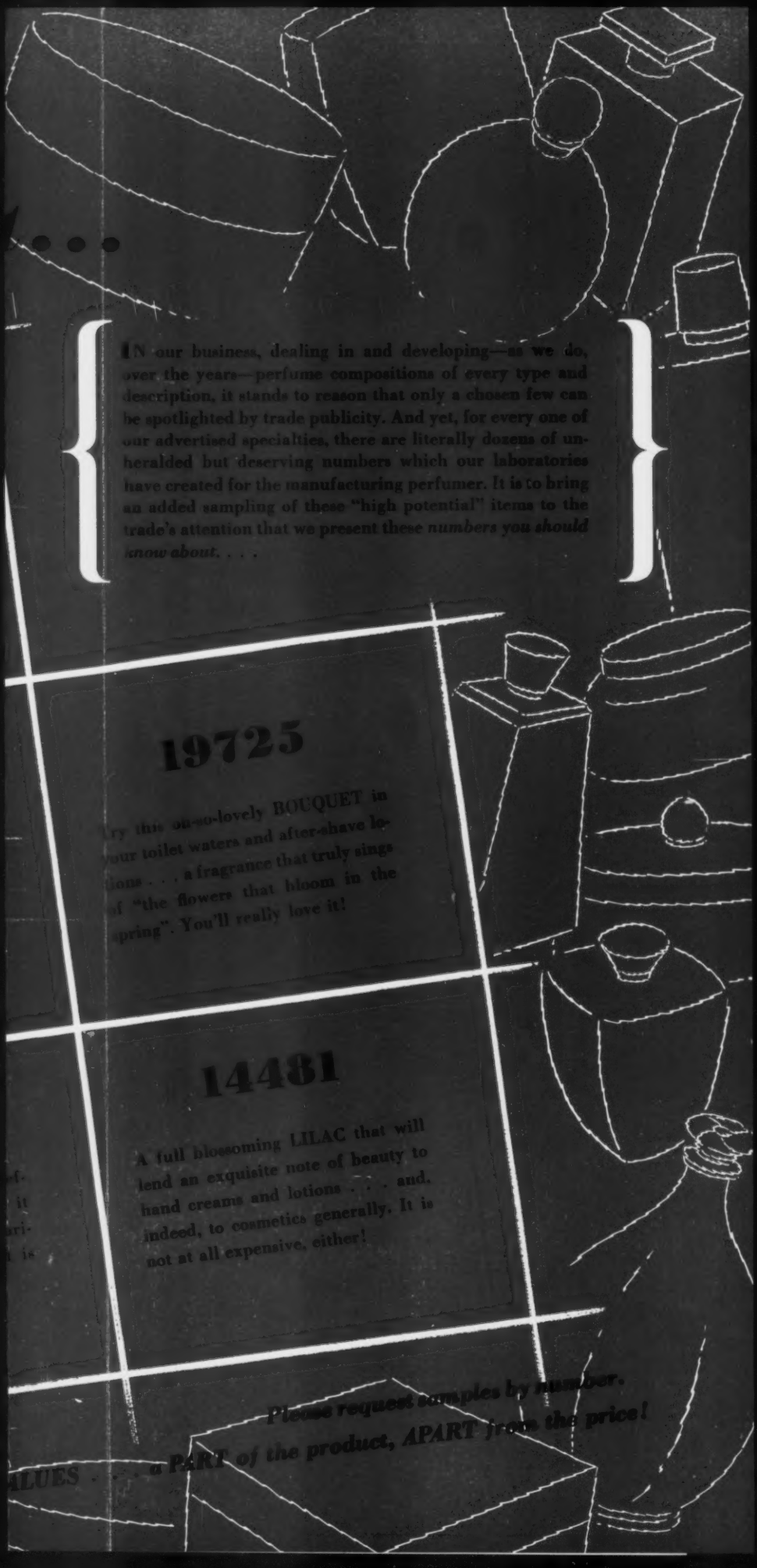

IN our business, dealing in and developing—as we do, over the years—perfume compositions of every type and description, it stands to reason that only a chosen few can be spotlighted by trade publicity. And yet, for every one of our advertised specialties, there are literally dozens of unheralded but deserving numbers which our laboratories have created for the manufacturing perfumer. It is to bring an added sampling of these "high potential" items to the trade's attention that we present these *numbers you should know about*. . . .

19725

Try this oh-so-lovely BOUQUET in your toilet waters and after-shave lotions . . . a fragrance that truly sings of "the flowers that bloom in the spring". You'll really love it!

14481

A full blossoming LILAC that will lend an exquisite note of beauty to hand creams and lotions . . . and, indeed, to cosmetics generally. It is not at all expensive, either!

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a PART of the product, APART from the price!

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IN the manufacturer's desire to find new odor effects, and in the perfumer's zeal to cater to this demand, there is inclination to pass up any composition that is not "fresh out of the compounder's laboratory". As a result, many beautifully composed fragrances that reflect the finest creative effort are often heedlessly ignored. In re-examining a few examples to prove their sales-winning possibilities, we have singled out a group of our compositions for your consideration. It is our opinion that any one of these selected numbers, if used for the purposes described, will prove a credit to your product and a powerful incentive to its sales.

PLEASE UNFOLD THE PAGE

AEROSOLS, UNLIMITED....

WELL, *practically* unlimited. We all know the market is BIG and *growing* . . . and that there is real money-making opportunity for the manufacturers and distributors of aerosol-dispensed products. To these, however, we suggest just one word of caution: If your product requires the incorporation of a neutralizing aromatic or fragrance, take the time to test and compare available offerings and, finally, after careful study, select one that will insure your product a definite selling advantage over your competitors'. Remember, in a market as tempting as this, competition will be exceptionally keen and only those products will survive and profit that have merit and unmistakable consumer appeal. Your choice of aromatic will go a long way toward determining your product's ultimate standing in this most promising field.

PLEASE TURN THE PAGE

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THERE IS RICH MARKET POTENTIAL IN.....

AEROSOL PRODUCTS

BUT as far as you, individually, are concerned, this market will be potentially attractive *only to the extent that your product has been made attractive.* One of the least costly and most accepted means of making it attractive is through the use of *odor* —not any *stock* odor, but one especially selected for your exclusive use . . . one fittingly appropriate to the product itself. As specialists in the creation of technical odorants for every purse and purpose, we are in the best possible position to aid you in the formulation and selection of a fragrance or neutralizer made-to-order for your aerosol-dispensed product. Our facilities and experience are yours —freely for consultation . . . and without obligation—if you have such a problem. Why not let us try to help you?

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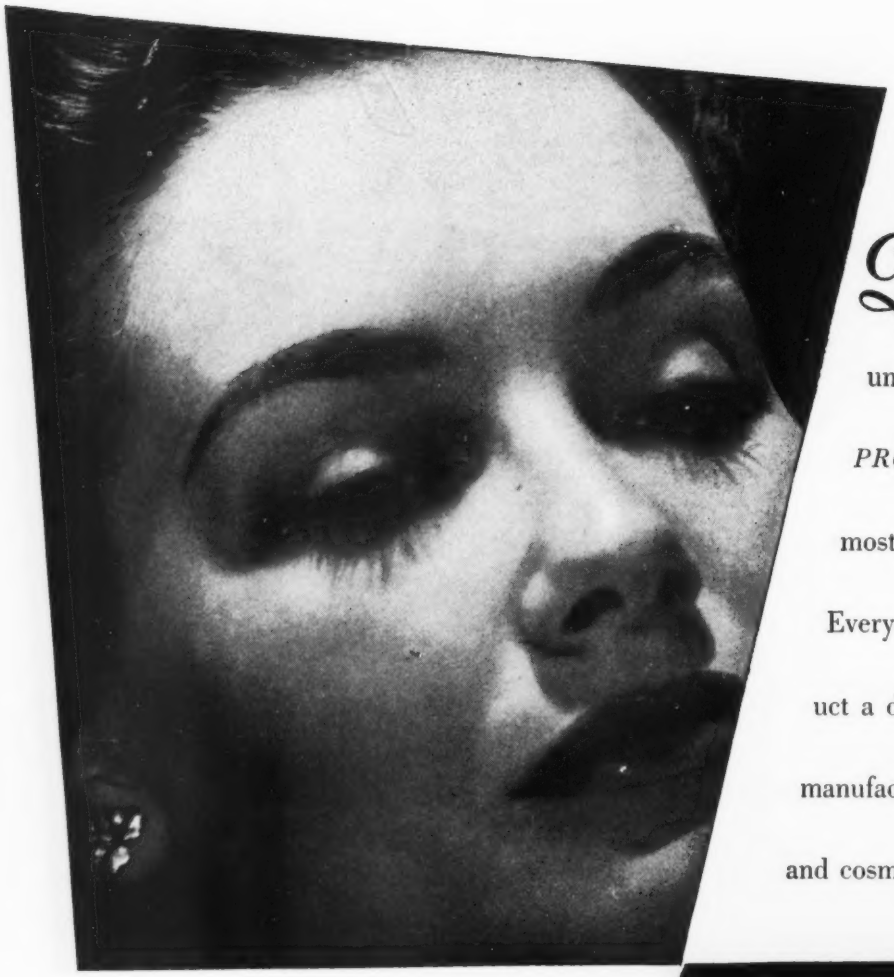

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Desiderata

by MAISON G. DENAVARRE

M. G. DeNavarre at work in his laboratory

ANTIPERSPIRANT PATENT

A patent was issued on December 20, 1949, #2,492,085, for "an astringent composition consisting essentially of an aqueous medium in major proportions, and containing an aluminum chlorohydrate in which the ratio of aluminum to chlorine was 2:1 and having the probable formula: $Al_6(OH)15Cl_3$. In proportions to produce an astringent action, and an emulsifier . . . in the form of an emulsion . . . in the form of a cream" etc.

The application date was May 6, 1947; the patent examiner referred to an article by Govett and deNavarre appearing in The American Perfumer in April 1947. It is quite obvious that both the patentee and Govett and deNavarre did their original work on the use of aluminum chlorohydrate, the active substance in question, somewhat before the two dates mentioned. Inasmuch as chlorohydrate has been offered for sale and experimentation for a number of years, one cannot help but feel that there is going to be considerable eyebrow raising regarding the validity of the patent in question. In fact, the writer has worked with this material in the forms patented sometime ago.

Processes for forming a basic aluminum chloride solution (chlorohydrate) are numerous. There is British #509,815 and #489,769 and U.S. patents #2,196,016 and #2,373,198 to mention only some of the patents on this subject.

As far as the disclosures of the patent in question are concerned, the formulas given can very readily be used with aluminum sulfate or chloride with minor adjustments for the effect of these two salts on the consistency of the product. As a result, the formulas themselves add nothing to the known art and the claims secured by Letters Patent cover principally the use of a type of basic aluminum chloride in which the ratio of aluminum to chloride and hydroxide is a given ratio.

One looks forward with much interest to the effect this patent will have on formulas either in use or being contemplated for use by manufacturers of antiperspirants.

DRUM HEATERS

The problem of getting out such things as waxes, petrolatum, paste surface active agents, fatty acids or lanolin, to mention some of the solid materials shipped in drums, has been a vexing one for anyone using these substances.

Several months ago one type of drum heater was described in this column, and now a new one is being offered considerably different from the previous one.

The latest heater fits all standard 22¼" drums and amounts to a belt that slips over the drum. It is claimed to have a low radiant loss, heats quickly, works at three heats, requires a 230 volt line, and is priced at less than $20.00 per unit. Two units should work on one drum quite well, but it may require three to do a fast job.

One can see other uses for this slip-on heater for other containers of the same size, such as small batch tanks or storage tanks.

PRESERVATIVE

Probably the commonest preservative in use is sodium benzoate. In cosmetics it has not been used as widely as other preservatives although some companies use a type called "acid sodium benzoate" for all preparations that are neutral or acid in reaction. This preservative is effective in a concentration of approximately 1:750 and is priced at about $1.00 per lb. Its effectiveness by actual test has been proved quite amazing compared to other standard preservatives, some of which cost twice as much.

While on the subject of preservatives, it is worth mentioning that a new compound called Dehydro-Acetic acid (and its sodium salt) has been recently offered as a preservative particularly for external preparations, although work is being done to determine its value in food products and in internal medicines. All of its indications are for greater preservative action, but actual proof in use is limited at this time, inasmuch as the material has been offered quite recently.

WEST INDIES MARKET

While visiting some of the West Indies recently, a number of things became readily apparent on the spot which one does not realize when away from it.

To begin with, the mass market can only be touched by cheap toiletries, principally soap, liquid or solid brilliantine and possibly dentifrices. In some places alcohol is cheap, and one can visualize an immeasurable market for something like a deodorant cologne. Such products would have to be made right on the islands to take advantage of the low cost alcohol. In some places American goods don't seem to be too highly thought of while in others only British brands are available. The problem of spoilage due to humidity, temperature, mould and bacteria is ever prevalent, and one gets the impression that the British have made a somewhat better study of this than we have. Goods

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made on the islands vary tremendously in quality, some being exceedingly good while others are as bad as one has ever seen. Foreigners do not seem to grasp the requirements of the market and as business conditions get more competitive, it behooves a manufacturer to check local requirements in each market. In some of the islands the price charged is determined by what the seller feels the buyer will pay. Perhaps a printed price on the parcel might be the answer to this. In general, the people are smell conscious. The deluxe trade is quite limited.

MATCHING COLORS

As far as cosmetics go, not much has been written on the subject of color matching. A lot has been done by the individual companies, and if anything has been learned, most of it is kept within the companies.

The question of what to match always dominates the problem. Shall you match the container tone or shall you match skin tone? Obviously both are desirable, but it isn't always possible to have everything match. If the choice must be made it should be in favor of the box, jar or bottle of the colored make-up item for the container is the thing that the customer looks at. Of course if the skin tone is very far off, the customer will complain.

In matching one batch of product to another it is a well established fact among color men that the more colors present, the more difficult the job. It is not too much of a problem to match a colored product containing one color lake, for example. But the moment the second color lake is introduced the problem becomes complicated, for a color man will practically throw up his hands at matching a shade of make-up containing six or more colors. There should be no reason for using more than three colors in any product. It is amazing how good a color in a cosmetic make-up item can be obtained from the proper selection of a single color. Even so, the degree of dispersion, the nature of the surface observed—rounded or flat, the light —either direct, overhead, or side, either natural or artificial, bright daylight or late afternoon daylight, whether the product is dry or wet, if bleeding is complete in a wetted product, are only a few of the problems confronting a man doing color matching.

RECORDING THERMOMETER

A rather inexpensive recording thermometer having a range of from minus 10° to plus 120°F. is available for less than $50.00 for writing a continuous seven day temperature record on a paper chart. The value of recording the temperature in a test area day and night is readily apparent to any research chemist.

Questions and Answers

796: PERFUME TABLET

Q. Can you possibly send me a formula for the manufacture of a perfume tablet that would be comparatively small in size (about the size of an "alka-seltzer" tablet) yet strong enough to impart odor to a drawer full of clothes in a comparatively short time?

K. R. D., New York

A. To make a perfume tablet such as you mentioned we suggest as a carrier for your perfume, highly absorptive silica gel powder or powdered aluminum hydroxide, both of which form a very satisfactory tablet by ordinary granulation and compression methods. Starch alone will absorb the perfume and form a good tablet.

797: CHLOROPHYLL

Q. Do the Air Wick people have the exclusive use of chlorophyll when used in the manufacture of room deororants?

V. P. S., Illinois

A. Chlorophyll is patented for use in an air deodorant by the Air Wick people, and therefore they have the exclusive right to its use.

798: OIL BLEACH

Q. We are interested in manufacturing an oil bleach. The aforementioned is sold to the consumer who adds two parts of 20 volume peroxide to one part of the so called, "oil bleach." With the addition of the peroxide and slight agitation the product becomes thick. The thickness is desirable since this keeps the oil bleach from running when applied to the hair.

S. E. I., New York

A. The oil bleach to which you refer is made preferably from a self emulsifying propylene glycol laurate and mineral oil in proportions to suit your cost and purpose. Off hand ten per cent of the laurate in mineral oil, preferably of heavy viscosity, will be a basis of starting your experiments. This oil is mixed with the peroxide to get the product you refer to.

799: WATER SOLUBLE CREAM

Q. We have been attempting to formulate a cleansing cream of the water soluble type. We would really appreciate a formulation for this type product, and especially the trade name for the emulsifier used to solublize the mineral oil.

A. C., Ohio

A. Try the following formula for a water soluble cleansing cream: Stearic Acid, 30 lbs,; Lanolin (antydrous), 20lbs.; Beeswax (white), 16 lbs.,; Mineral Oil (white), 33 lbs.,; Triethanolamine, 4 lbs.,; Propylene Glycol, 16 lbs.; water, 95 lbs.; and Terpineol, 0.2 lbs. Melt the stearic acid, lanolin and Beeswax in the mineral oil and heat to about 70°C. Prepare in a separate kettle a solution of the triethanolamine and water, heat to 70°C., and add to this the hot solution of waxes. Stir vigorously until a creamy emulsion is obtained and add the propylene glycol to which the perfume has been added. Continue stirring until homogenous and the product has reached the proper consistency. Pour into jars while still warm. You can adjust the fats to suit your particular need.

800: GERMICIDAL SHAMPOO

Q. We are interested in preparing a shampoo. The product is to contain cetyl trimethyl amonium bromide in a cationic or non-ionic base . . . with a heather odor. Would you please send us a formula for a good product of this nature?

H. V. S., Georgia

A. You have a problem in producing a shampoo containing cetyl trimethyl ammonium bromide. Nonionic surface active agents are very poor latherers, and foaming is one of the criteria of a good shampoo. Cetyl trimethyl ammonium bromide is not an especially good foamer and tends to adsorb on the hair shaft and not rinse out completely. Numerous others have tried the idea of making a shampoo containing a cationic germicide. The principal drawbacks to such a shampoo in the past have been failure to rinse out properly and poor lathering qualities.

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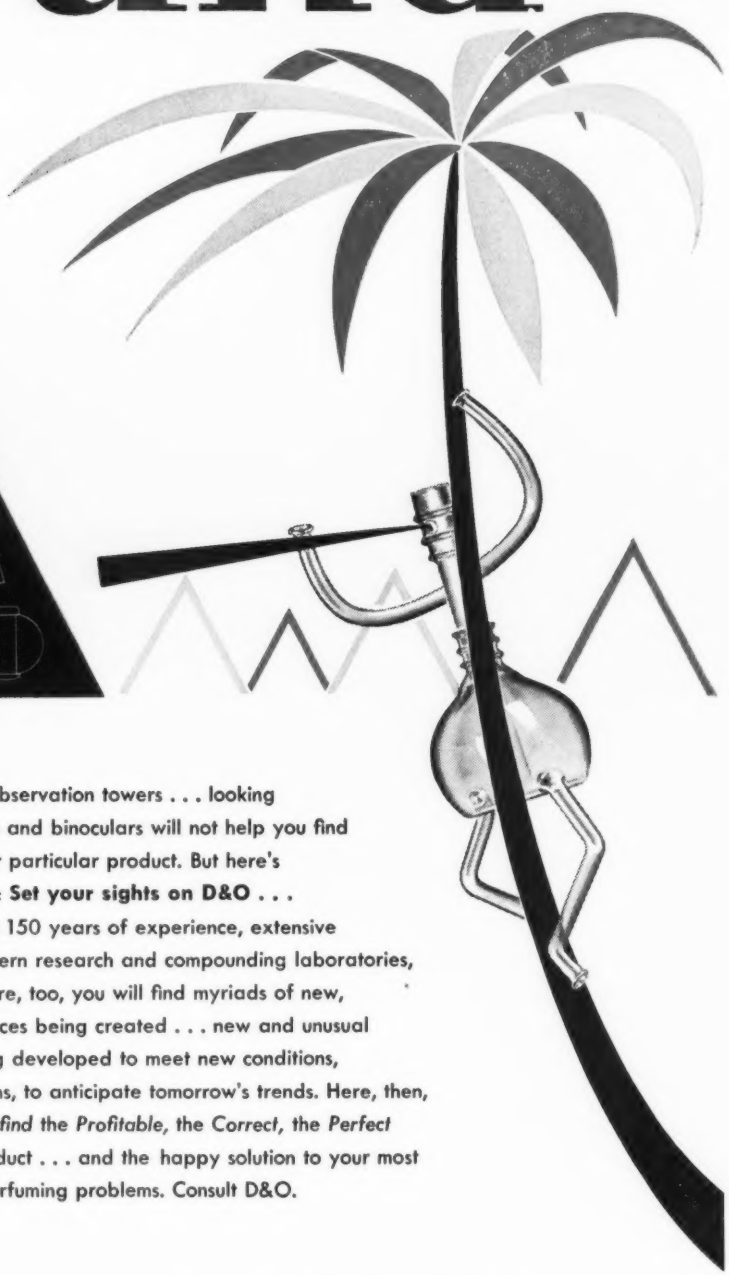

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What Causes Pattern Baldness?

Histological study of human scalps exhibiting various degrees of non-specific baldness indicates that unusual physiological processes are at work for a time before baldness is evident

AMOS E. LIGHT, M.A.*

VARIOUS theories have been presented to explain the ordinary male or pattern baldness (non-specific baldness) but actual scientific evidence to establish the accuracy of these theories has been somewhat meager. Danforth[1] has discussed many of the general factors in his excellent review. Ratner[2] has presented numerous viewpoints on ordinary baldness and Laymon[3] has compared specific types of baldness. However, many questions remain to be answered. The investigation described in the following report is an attempt to correlate the number of rairs in the crown section of the scalp with measurements made in an histological section of that area.

EXPERIMENTAL PROCEDURE

Tissue sections in the crown region of human scalps were obtained during autopsy shortly after death due to unnatural causes including many types of accidents and homicide. The tissues were taken from twenty-eight cases selected for differences in age, sex and color. The specimens were fixed in Zenker's solution and stored in 70 per cent alcohol. The number of hairs in a representative area on each sample was determined by counting under a magnifying glass after the hairs had been trimmed to a short length. The average was determined in both 2 and 3 mm. square areas and recorded as hairs per sq. cm. Histological sections were then made and stained with hematoxylin and eosin. The thickness of the scalp including the fat layer and the thickness of the fat layer itself were both ascertained by measuring under a low power microscope by means of a caliper graduated to 0.1 mm. Both maximal and minimal values were recorded. The infiltration of the connective tissue immediately under the fat layer into that layer was graded as to extensiveness. Examples of this gradation are shown in Figure 1 which illustrates increasing amounts of infiltration. All of the above data of these selected cases are summarized in Table I. In two scalps values were recorded both in bald areas and in areas at the border of the crown region (Nos. 20 and 27 in Table I).

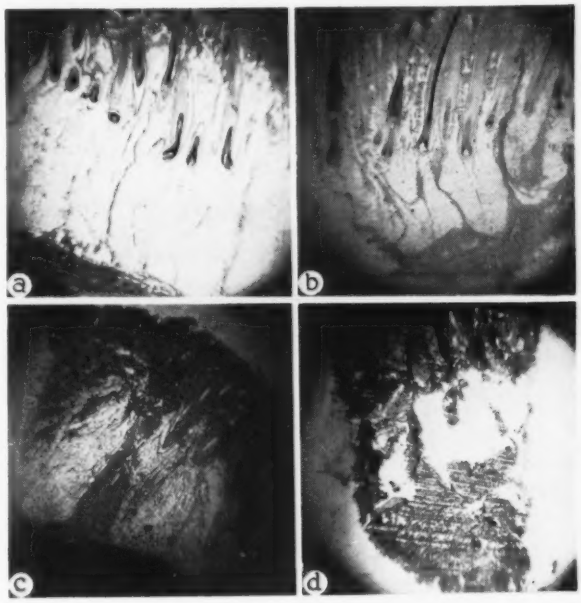

Fig. 1. a, b, c and d. Section of scalps Nos. 8, 12, 18 and 20B respectively, showing degrees of connective tissue infiltration into the fat layer. (× VC) *a = none (O); b = slight (+); c = moderate (++); d = extensive (+++).*

As may be expected and predicted the number of hairs in the crown areas tend to decrease with age as is shown in a scatter diagram (Fig. 2). This is especially true in males after the late teen age and the early twenties, since pattern baldness very rarely appears before this period; although the physiological processes leading to the losss of hair may be present but not evident before this. There seems to be little correlation between the number of hairs and the thickness of the

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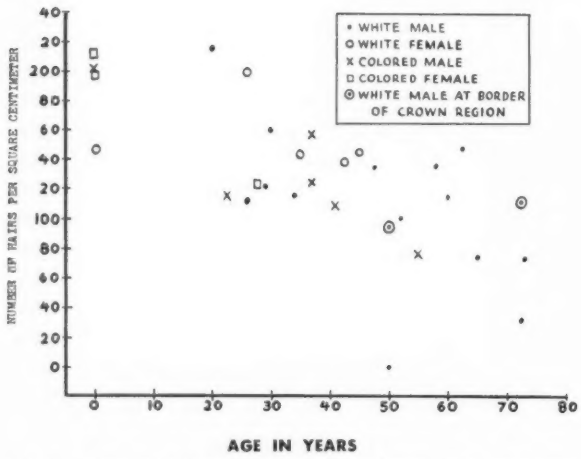

Fig. 2. Relationship between age and number of hairs per square cm. in crown region of scalp.

scalp or the thickness of the fat layer when present. However, there is a definite trend to lack of hair when the connective tissue infiltrates the fat layer and decreases its volume in the region where the hair root grows (Fig. 3). Under higher magnification the normal fat layers can be seen to have a large capillary bed about the hair roots whereas the balder scalps have less fat areas and the blood vessels in the infiltered connective tissues have greatly thickened walls and smaller lumens (Fig. 4).

DISCUSSION

Any shrinking[4] of the histological sections during fixation in Zenker's solution and subsequent standing in 70 per cent alcohol did not seem to affect the accuracy of the count of the number of hairs per sq. cm. of scalp area. The average count for the more or less normal scalp is about 130 hairs per sq. cm. and if it is assumed that there are 120 sq. inches in the uniformly covered surface the total would be about 100,000 hairs, the accepted number in the average scalp.[5] Actual counts on heads of living adults gave approximately the same figure but the counts from infants were somewhat higher. It would appear then that the individual is born with a certain number of hair follicles and this number does not change during the life cycle although the area where they are located does enlarge. (See Table I.) This enlargement usually has reached the maximum by the early twenties due to cessation of skeletal growth. Undoubtedly, additional data is needed for more accurate interpretation.

In recognizing the apparent correlation between number of hairs and age, it is well to appreciate that the decrease of hairs due to pattern baldness seldom occurs before the late teens or early twenties or later, and then it appears with varying degrees of intensity, but predominantly in males. Such age changes in human skin have been reviewed by Hill and Montgomery.[6] Even more interesting is the relationship of hair growth to connective tissue infiltration into the fat layer, i.e. the layer where the hair root derives its nourishment or comes in contact with substances that affect its growth. The question arises whether this infiltration is an incidental effect or the actual cause of decreased hair growth. If the latter is true, then what factors govern the extent of infiltration? Young[7] has discussed the problems of atrophy of the fat layer and pressure ischemia. Hamilton[8] has provided evidence that the male hormone incites common baldness although it has not been shown whether this action is directly on the hair root or indirectly by altering the surrounding tissues. Other hormones also appear to

TABLE I

Summary of scalp tissue measurements

SCALP NUMBER	SEX	COLOR	AGE	NUMBER OF HAIRS PER SQ. CM.	THICKNESS OF SCALP	THICKNESS OF FAT LAYER	DEGREE OF CONNECTIVE TISSUE INFILTRATION‡
					MM.	MM.	
1	F	C	6 mo. foetus	212	2.8	1.8	0–+
2	M	C	8 mo. foetus	202	3.0	2.0	0
3	F	C	9 mo. foetus	198	3.6	2.3	0
4	F	W	12 days	146	2.4	1.2	
					3.0	1.9	0
5	M	W	20 years	215	2.7	1.4	0–+
6	M	C	20-25 yrs.	115	5.9	1.7	
					6.0	2.0	++
7	F	C	25-30 yrs.	123	5.6	3.3	0–+
8	F	W*	26 years	199	6.5	4.2	0
9	M	W	26 years	112	3.4	1.0	
					4.4	2.5	0–+
10	M	W	29 years	121	6.0	2.5	++
11	M	W	30 years	149	6.0	3.0	
					5.5	2.5	0–+
12	M	W	34 years	115	6.1	2.8	
					6.5	3.5	+
13	F	W	35 years	143	5.1	2.3	
					5.4	2.6	0–+
14	M	C	37 years	156	7.6	4.3	0–+
15	M	C	37 years	124	6.0	2.8	+–++
16	F	W	40-50 yrs.	144	5.2	3.4	
					5.0	2.2	+
17	F	W	40+ years	138	5.1	3.3	0–+
18	M	C	41 years	109	4.6	2.9	++
19	M	W	45+ years	134	4.8	2.0	+
20§	M	W	50 years	94	3.6	1.5	+
20B	M	W	50 years	0	3.5	1.6	+++
21	M	W	52 years	100	2.9	1.2	++
22	M	C	55 years	77	4.6	1.4	+++
23	M	W	58 years	135	5.4	3.6	0–+
24	M	W	60+ years	147	4.6	2.6	0
25	M	W	60 years	114	4.2	1.4	
					4.2	2.5	0–+
26	M	W	60-70 yrs.	74	3.3	1.0	
					3.3	1.8	+++
27§	M	W	70+ years	111	4.0	2.2	
					3.2	1.7	0–+
27B	M	W	70+ years	32	4.0	1.8	
					5.5	2.7	++
28	M	W†	73 years	73	7.0	4.2	0–+

* Puerto Rican.
† Russian.
‡ Connective tissue infiltration graded on 0 to +++ scale, 0 representing no infiltration.
§ Samples taken at border of crown region.

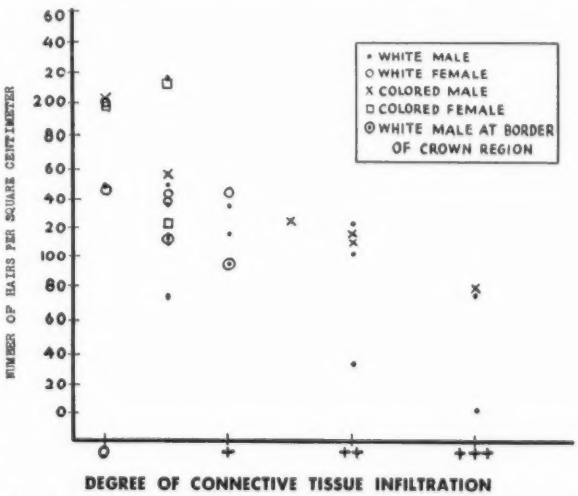

Fig. 3. Relationship between infiltration of connective tissue and number of hairs per square cm. in crown region of scalp.

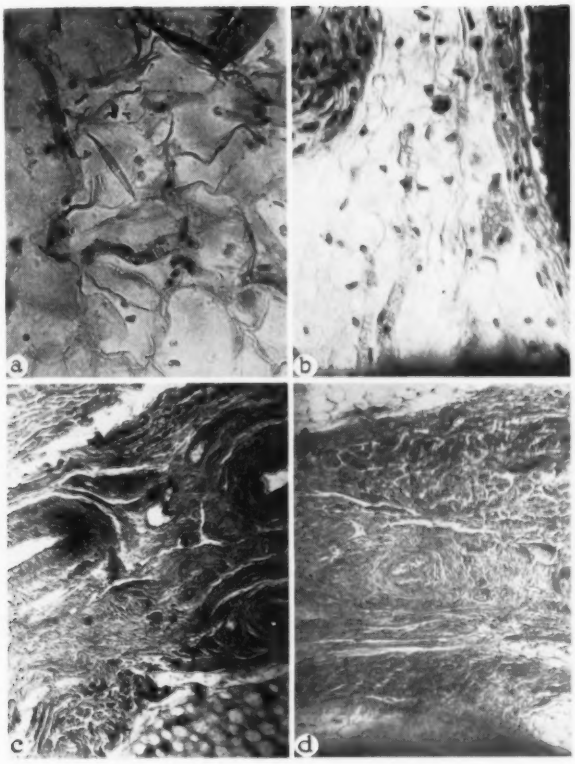

Fig. 4. a and b.—Section of scalps Nos. 25 and 3 respectively, showing capillary beds (× 430). c and d.—Sections of scalps Nos. 26 and 27b respectively, showing infiltrating tissues, (× 100).

exert their influence as described by Gardner[9], Butcher[10], Ralli and Graef[11] and Whitaker and Baker[12]; but the mode of action is still to be elucidated. There is also need for more information to supplement the work of Snyder and Yingling[13] which deals with heredity factors that appear to influence baldness. The rate of blood flow through the fat layer has also yet to be studied.

If it is assumed that in restricted areas certain unusual physiological processes are at work for a time before actual baldness is evident, the measurement of these processes would be very helpful in predicting baldness and might lead to preventive measures. With this thought in mind data on hair root strength are being accumulated from different scalp regions in teen age school children—somewhat similar to the method used by Ottoe[14] while working in Basler's laboratory. This work will of necessity be continued for several years before results may be correlated with tendency to baldness. Undoubtedly other forms of measurements will be devised in the future to predict pattern baldness.

SUMMARY AND CONCLUSIONS

In the histologic examination of human scalp tissues an apparent relationship was found between the number of hairs and the age of the individual and also the amount of infiltration of connective tissue into the fat layer surrounding the hair roots. This infiltration, whether originated by hormonal, nutritional or other factors, may be the immediate cause of pattern baldness or it may be only an incidental effect that accompanies loss of hair due to direct action of the above factors on the hair roots.

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Over Half of Grocers Sell Cosmetics

GROCERS in the United States are rapidly becoming an important source for the distribution of certain cosmetics. Dentifrices are now stocked in 68 per cent of the grocery stores; shampoo in 62 per cent and hand lotion in 43 per cent, according to the National Retail Audit Service of the Industrial Surveys Co. Grocery store distribution of these cosmetics is highest in the West and is relatively low in the Northeast. The smallest stores and those in the smallest city size group stock these products most heavily. The first client of the Industrial Surveys Co. for this service was the U.S. Dept. of Agriculture largely because it is the only existing retail store service of its kind which has been accepted by the statistical section of the Bureau of the Budget. No attempt was made to secure sales data but merely to report store distribution and inventory conditions. Results are shown in the table.

Per Cent of Stores Stocking by Region

	U. S. Total	North East	South	North Central	Mt. & S. W.	Pac. & L. A.
Dentifrice	68.2%	43.4%	87.4%	70.1%	88.2%	75.6%
Shampoo	61.6	42.0	67.8	69.0	84.0	71.1
Hand Lotion	46.7	24.8	60.0	45.5	75.8	60.7

Per Cent of Stores Stocking by Store Size

	$500,000 & over	$100,000-500,000	$ 50,000-100,000	Under $50,000
Dentifrice	43.6%	55.7%	62.1%	72.1%
Shampoo	46.7	57.7	58.4	63.2
Hand Lotion	42.7	47.4	47.2	46.5

Per Cent of Stores Stocking by City Size

	500,000 & over	50,000-500,000	5,000-50,000	Under 5,000
Dentifrice	24.0%	53.1%	75.0%	86.1%
Shampoo	25.2	48.2	70.4	74.8
Hand Lotion	11.5	35.0	47.9	62.9

Simplify Your Discount Schedules

IT IS a tremendous task for wholesalers, their salesmen and retailers to keep abreast of the many available bonus goods and uantity discount schedules. Most of them feel they don't have the time to learn the details of complicated buying inducements and, as a result, such buying inducements do not work effectively.—*Wayne Luther*

Too Strict Regulation

THE Federal Trade Commission and the Food and Drug Administration have been unnecessarily rigid in their standards of advertising cosmetics and drugs, more rigid than is required for the protection of the public and with the possible disadvantage also of preventing much of the logical development of both industries, Hugo Mock, counsel for the Toilet Goods Assn. pointed out in an address before the recent meeting of the Food, Drug & Cosmetic Section of the New York State Bar Assn.

He pointed out that he did not plead for less rigorous standards in judging what may be properly marketed in cosmetics or drugs; and that both governmental agencies are to be commended for their vigilance in preventing the circulation of harmful drugs and cosmetics.

Some of the rules that apply to political publicity are current in the government attitude toward cosmetic advertising. You may promise a new heaven and earth provided your language is general and not specific. Thus, the courts have lent their sanction to the use of the word "ideal" and to the word "miracle," he pointed out. In an attempt to make them sufficiently all-inclusive writers of our statutes use language so general that it is difficult to comply with the law. As an example he cited the Sherman Anti Trust Law, which declares that every contract in restraint of trade or commerce . . . is hereby declared illegal. Literally this statute is violated thousands of times every day. To make the act workable the courts have read into it a rule of reason. Similarly there should be a rule of reason in the interpretation of the Food, Drug and Cosmetic Law and the Wheeler-Lea Act.

It is difficult to fight either the Food & Drug Administration or the Federal Trade Commission if it has a set policy and for that reason many a samll manufacturer who has not the will or resources to fight the Federal Trade Commission has entered into stipulations which were not only unfair but untrue. In support of this he cited a stipulation restraining a perfumer from referring to his products as Flower Oils or through the use of the name of a flower or by the words Flower Oils in connection with a flower name to imply that the products have been compounded from the true oil of flowers when in fact such is not the case. In the first place, Mr. Mock pointed out, there are many floral names used for perfumes where the particular flowers have no odor at all such as the daisy. Then there are floral odors where it has been impossible to use the natural flower in the manufacture of the odor such as lily of the valley. Then there are other odors which are blends and which may have a number of floral constituents but where the prevailing note is that of a single flower. Actually the purchaser of perfumes is never interested in the chemical or natural constituents of perfume but only the odor. If the FTC were to carry out the form of labelling suggested in the stipulation it would immediately render all perfume labelling chaotic and confusing to the public.

Another stipulation cited by him restrained a perfumer from representing that his perfumes represented exotic fragrances of tropical flowers from Hawaii. First of all there is no standard fragrance which would represent the Hawaiian flowers as many flowers grow there. Technicians in the essential oil field could reproduce the exotic fragrance of flowers from Hawaii in their laboratories in New York better than could be done in Hawaii. Other stipulations which seemed unduly harsh were cease and desist orders against the use of the term "anti-acid"; one that said the preparation will smooth out lines, will correct signs of age or imperfections or will give one a clear complexion; and one representing that respondent's product penetrates the skin inducing a natural lubrication of the skin. "I do not know what a natural lubricant of the skin is although I do know that people have annointed themselves with oils of some kind for thousands of years and I do not think that the use of favorite oils such as coconut oil has been entirely useless," Mr. Mock added.

One direction in which Mr. Mock felt that the FDA and the FTC are wrong in their approach to advertising in the field of cosmetics and drugs is that they insist on a 100 per cent standard if articles are advertised for a specific purpose, a standard which it is impossible for any article to reach. Thus for many decades quinine has been known as a specific for malaria but it does not cure anything like 95 per cent of the cases. There is not one athlete's foot but five different diseases masquerading under that generic name just as there are dozens of skin conditions called eczema. Under the present rules enforced by the governmental authorities it seems that it is unlawful to mention any particular disease on a label or in advertising unless the article can cure all cases of that disease, which is impossible. "If the advertising is entirely truthful and mentions its limitations" Mr. Mock commented, "I believe the opportunity should be given to acquaint the public with the virtues of an article even if it is not reactive in all cases." A certain amount of free speech must go with free enterprise. The advertiser of drugs, foods and cosmetics should be permitted a reasonable approach to the problem similar to what is legal and proper in advertising other commodities. Finally Mr. Mock concluded it might be better to turn back the supervision of advertising of drugs and cosmetics to the FDA.

Point of Sale Selling

THE tendency of retailers to hold inventories down so closely that sales were lost because customers could not find the right color, size or style was deplored by Beardsley Ruml, economist, in a recent address before merchandise managers and notions buyers of department stores.

He pointed out that purely statistical controls are not realistic from a merchandising point of view as today's customers demand complete assortments. To make sure that conditions at the point of sale result in maximum efficiency he suggested independent checks with the results channeled directly to store officials. Such checks are not really added expense since stores which do not have a good system of evaluating point of sale efficiency are already paying in lost sales, markdowns and dissatisfied customers.

Materials Developed by Research

A comprehensive review of the progress made in research in the field of essential oils, aromatic chemicals, resins and other raw materials during the past year

PAUL Z. BEDOUKIAN, Ph.D.

JUDGING from reports appearing in the *Chemical and Engineering News Annual Review*[1], there has been a slight drop in the employment figures of the chemical and allied industries. On the other hand, an increase in wages and a buyers' market have resulted in the expenditure of larger sums for research and the development of new products. A similar situation exists in the aromatics industry.

NATURAL PRODUCTS STILL NEEDED

The perfume industry is relatively small when compared with some of the other industries dependent on organic chemicals. It is therefore not surprising that although considerable research has been done in our field, there have been no spectacular developments such as those reported for example in the field of pharmaceuticals, dyes and detergents. We have not yet reached the point where we can get along without the use of natural products, as in the case of the rubber industry, although developments in chemical science indicate that it may be possible to produce on an industrial scale many of the perfumery isolates which are now obtainable only from natural essential oils. As in the past, such developments depend largely on economic factors and it is too early to make any predictions along these lines.

Great progress has been made in the field of odor classification.

THE ODOR RIDDLE

As in previous years, many articles of interest have appeared in connection with the perception of odor, its nature and classification, yet all these efforts may be fruitless until a method is found for the physical measurement of odors independent of the human factor. Since this has been accomplished in the realm of sound and light, we may hope for a similar solution of the odor problem. In the meantime, the investigations being made at present should be of value in solving the odor riddle.

SMELL SENSE DEFICIENCY

Interesting work has been done in studying smell sense deficiency in individuals. It was found that about one per cent of the people tested were deficient in odor perception and this deficiency, like color blindness, varied with different individuals.[1a] Similar results were reported in another study.[2] A general study of odor, including the relation of molecular structure and odor, classification and measurement of odor, the physiology and psychology of olfaction, appeared in a recent publication.[3] Another article deals with the relation between the chemical structure and odor of aromatic chemicals.[4] A new theory on odor has also been advanced.[5] The well known Crocker classification of odors has been applied to 244 aromatic chemicals and 115 natural essential oils.[6]

Writing about perfumes is a rather difficult task requiring a thorough knowledge of and experience in perfumery, coupled with the ability to express ideas in a logical manner. This has been ably done by Morel in his articles under the heading of "Component Balance in Perfumes"[7] and "Top Notes in Perfumery."[8] Another article on the subject deals with the complexities involved in matching perfumes.[9]

Of equal interest to the perfumer is a discussion of individual perfumes illustrated with formulas. A recent article describes rose odors in detail as well as the properties of the natural oils and methods of compounding synthetic rose odors.[10] Another article discusses a number of perfume compositions including rose, violet, sweet

pea, narcissus and hyacinth.[11] A third article deals with the characteristics of the perfume of magnolia.[12]

LARGEST USER OF PERFUMERY MATERIALS

The soap industry is the largest user of perfumery materials. It requires odors which are not only pleasant and suitable for soaps but possess the necessary stability. An interesting and authoritative paper has appeared on the subject of discoloration in cosmetics and soaps caused by perfumery ingredients[13] and another article discusses the relative stability of perfumery aromatics.[14] Various factors affecting the stability of perfumes, such as air and light, were considered in a recent paper.[15]

ANALYTICAL METHODS

Essential oils are very complex substances and in many cases special methods are necessary for their examination. In view of the limitations of established procedures, it is not surprising that new methods are continually proposed for improving special analytical methods.

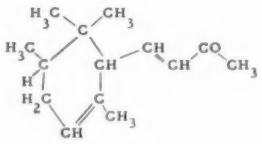
A comparative examination of three methods for determining linalool in cayenne linaloe oil has been made. Both the acetyl chloride and acetic anhydride-formic acid methods were found to be reliable, while acetic anhydride in xylene gave low results.[16] The hot hydroxylamine method has been found to be reliable for the determination of methone in mint oils, and specific directions have been given for its determination.[17] Aldehydes in essential oils are determined by the hydroxylamine hydrochloride method using 60 per cent alcohol as solvent.[18] Two methods were described for the determination of aldehyde content of odange oil.[18a] A study was made of the assay of ascaridole in chenopodium oil by the potassium iodide method.[19] Ultra violet and infra red absorption spectra of escaridole were given in a recent publication.[19a] A method was given for the determination of essential oils in orange flower water based on chromic acid oxidation.[19b] A very excellent review of recent developments in analytical methods as applied to essential oils and perfumery synthetics appeared in Analytical Chemistry.[20]

IRONE AND IONONE

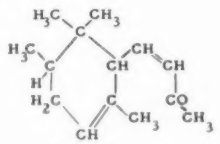
Naves and others are showing continued interest in the study of the various isomers of irone and it is to be hoped that before long it may be possible to manufacture commercially the isomer with the characteristic odor of irone obtained from orris. The ultra violet spectra of alpha and beta irone derivatives have been found to be practically identically with those of alpha and beta ionone.[21] The absorption spectra of 2, 4-dinitrophenylhydrazones of citrals and ionones have been studied.[22] A number of derivatives of tetrahydroirones have been prepared.[23] The cis (2, 6)-d-gamma irone gave a 4-phenylsemicarbazone having a m. p. of 178–179.° [24]

The ultra violet absorption spectra of various irones in iso-octane solution have been reported.[25] Syntheses of irone isomers employing the Diels-Alder reaction have been carried out.[26], [27] Additional data published in connection with the study of various isomers of irone includes the absorption spectra of the 2,4-dinitrophenylhydrazones of ionones and irones,[28] the semicarbazones of irones,[29] the thiosemicarbazones of various irone isomers,[30] and the Raman spectra of irones and their derivatives.[31]

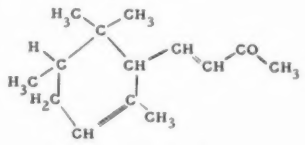
Naves proposed the following nomenclature for the various alpha irones.[32]



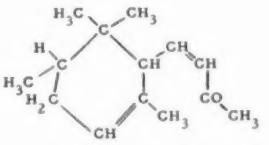
Neo Alpha Irone
cis(2,6), trans(2^1,2^2)–alpha irone



Alpha Irone
cis(2,6),cis(2^1,2^2)–alpha irone



Neoiso Alpha Irone
trans (2,6) trans ($2^1 2^2$)–alpha irone



Iso Alpha Irone
trans (2,6) cis (2^1,2^2)–alpha irone

There are thus four alpha irones which are geometrical isomers of each other. Similarly the gamma irones possess four isomers and the beta irones two isomers. It should be remembered that irone possesses two assymetric carbon atoms and thus each is capable of existing in four optically active forms.

A micromethod of ozonolysis of the valuable gamma irone has been developed.[33]

It is interesting to note that oil of costus contains d-alpha ionone, cis-dihydroionone and beta ionone.[34] Various hydrogenation products of ionone and their configuration have been reported.[35, 36] Some ionone derivatives, notably 5-keto-cis-tetrahydroionone have been isolated from the urine of pregnant mares. Their formation is thought to be due to the degradation of carotenoids.[37] Two studies report the formation of dehydroionones by treatment with bromosuccinimide.[38, 39] The correct melting point of beta ionone semicarbazone has been reported to be 161.5°[40] and of alpha ionone, 186.5°.[41]

The successful manufacture of vitamin A has resulted in very active interest in beta ionone. Pure beta ionone has been prepared by selective adsorption on sodium aluminum silicate.[42] Various analogs of beta ionone have been prepared and their properties studied.[43] Analogs of dihydroionone have also been prepared[44] and it has been found that 1-(3,5-dimethylcyclohexyl)-1-buten-3-one (I) has a non-floral woody odor, 1-(2,3-dimethylcyclohexyl)-1-buten-3-one (II) has a strong but non-floral odor, whereas 1-(2,2,3-trimethylcyclohexyl)-1-buten-3-one (III) has a strong floral odor which is different from that of the ionones.

SESQUITERPENES

With the appearance of commercial farnesol and nerolidol obtained from natural sources, interest has been revived in these two valuable perfumery compounds. The production of nerolidol from M. pereira has been discussed by Naves.[45] Nerolidol has also been found to occur in Melaleuca viridoflora.[46] A review has been published on the commercial nerolidols and farnesols and their syntheses.[47] Farnesal has been obtained from nerolidol through chromic acid oxidation[48] and the synthe-

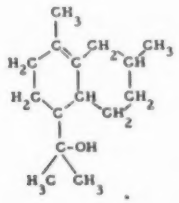
ses of this compound have been reviewed.[49] Farnesylidene acetone was obtained by treating nerolidol and acetone with aluminum isopropylate and its cyclization products were also studied.[50]

There has been continued interest in the study of azulenes. The azulene obtained from oil of elemi was found to be identical with the vetivazulene of Pfau and Plattner.[51] The distribution coefficients of various azulene in different solvents were studied.[52] Various polycyclic azulenes were synthesized by Treibs and compared with natural verdazulene.[53] The same author also reports the synthesis of 1,2-benzazulene.[54] The synthesis of 4,5-benzazulene has also been reported by other workers.[55]

In continuation of his studies on the santalol series, Bhattacharyya[56] gives the syntheses of santalenes, santalols and various degradation products of santalol. A new synthesis of santenone has been reported.[57]

Experiments are being carried out with the view of synthesizing cadinene.[58] The synthesis of various alkyl naphthalenes (homocadalenes) has been reported.[59] Another worker describes the synthesis of zingiberone and zingiberene.[60] Various compounds with structures similar to zingerone have also been synthesized and their taste properties studied.[60a, 60b]

The following structure has been assigned to carotol as a result of a number of studies on its chemical reactions.[60c]



VANILLIN

Pearl is continuing his studies on vanillin and vanillic acid. Numerous esters of vanillic acid were prepared[61] and the ultra violet absorption curves of many esters and other derivatives of vanillin studied.[62] Two patents describe the preparation of vanillic acid from vanillin.[63, 64] On treating vanillin with alkali in presence of silver, vanillic acid and vanillyl alcohol is obtained.[65]

The application of ion exchange resins in the chemical industry is increasing. Two recent patents describe isolation of vanillin from sulfite waste liquor by absorption on an ion exchange resin.[66, 67]

Various other articles appearing in the literature deal with the formation of vanillin from lignin[68] the quantitative isolation of vanillin from complex mixtures by means of bisulfite,[69] and the preparation of vanillin from Californian Yucca breviofolia.[70] A brief review on vanillin has also been published.[71]

(To be concluded in the April issue)

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"That's Plagiarism!"

Package Designing Check List

THE following check list for package designing was presented at the Tenth Packaging Clinic where it was the subject of a favorable discussion because of its terseness and completeness.

1. What is the nature of the product to be packaged?
   a. New Product? b. New Service?
   c. Old Product? d. Old Service?
2. How many uses has it?
3. Are there any special sales angles?
4. Which is the best appeal?
5. How much consideration does a consumer give to price?
6. Does the sale of the product depend upon display efficiency?
7. Is the product superior to similar products on the market?
8. What competitive brands already occupy the field?
9. How are competitive products packaged?
10. What is the strength of each?
11. How is the product packaged at the plant?
12. What are the habits, the likes and the prejudices of prospects in relation to the product?
13. What are shelf conditions?
    a. Advantages b. Disadvantages
14. Which do retailers prefer:
    a. The "lie-down" package?
    b. The "stand-up" package?
15. How will the package be seen?
    a. From a distance? b. At close eye range?
    c. Above the eye level? d. Below the eye level?
16. In what way does the size and type of package affect storeroom procedure?
17. What consideration should be given to the construction of the package to withstand:
    a. Damage in handling?
    b. In piling or stacking?
18. What objectives should be sought in making changes?
19. Which type of package is the most efficient or economical?
20. What objectionable features existing in similar packaged products should be eliminated:
    a. In their size? b. Storing?
    c. Display? d. Put-up?
21. Should the package change be made gradually or rapidly?
22. Will a different shaped package:
    a. Ship better?
    b. Stack to more advantage on the retailer's shelf?
23. In what way can package re-design make savings possible?
24. Will the package be subject
    a. To casual observation?
    b. To continual observation?
    c. To close-up study?
25. What feature in the product or service will interest buyers?
26. Can the package visualize the product to tell the buyer what he or she wants to know without the need of questioning the clerk?
27. Can the package be so designed that the consumer has no difficulty in getting at the contents?
28. To what extent can the package make the consumer part of the purchase?
29. Can the package be designed to promote profitable sales?
30. How may sales be increased through improved design?
31. How much money can be spent?
32. Will the package have pre-selling through ads or must it do its own selling at point-of-sale?

Real Need for Fair Trade

AS of now the public knows little or nothing about the real need for fair trade laws. Unless the average housewife knows as much about price bait sales as any retailer, she is likely to believe the double talk arguments against fair trade.

The only answer to these attacks on fair trade is to let the women know the truth about price bait stores, how they operate, and how they make big profits in spite of their loud offers to sell below cost. Not until they learn what goes on in such stores, will they understand why price bait merchants hate fair trade laws, and why they are needed to protect the public from unfair methods.

We know that this "truth treatment" works. We saw it work in Southern California in 1931 when price bait stores of that area had demoralized the market for every well known product. Even when manufacturers of the footballed products had exercised their right to refuse to sell, these price bait stores continued to advertise any item whether they had adequate stock or not.

There was no fair trade law in any state at that time. The only answer was to tell the public the truth, and it was done in a campaign sponsored by the Lambert Co. It gave the public a short course in how to run a price bait store without losing money.—*John W. McPherrin.*

Cosmetic Excise Tax Collections

Tax collections for the twelve months sending December, 1949 are:

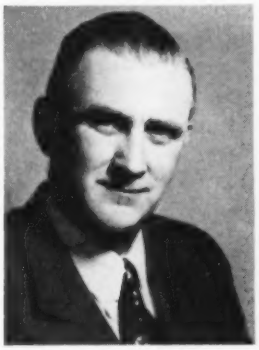
	1950	1949	1948
January	9,836,052	9,648,063	10,371,512
February		12,984,776	12,290,714
March		6,796,181	6,927,991
April		6,913,884	6,927,991
May		6,983,445	6,660,851
June		7,625,450	7,283,509
July		6,776,881	7,332,070
August		7,807,221	7,506,518
September		6,859,446	6,890,757
October		6,760,409	6,335,804
November		7,738,779	6,872,541
January		7,312,007	8,079,746

Problems in Perfuming Cosmetics

Why the standards of safety, effectiveness, aesthetic appeal, stability and economy must be met . . . What to consider in perfuming depilatories, cold waving products, cream rinses and antiperspirants

EVERETT G. McDONOUGH, Ph.D.

THERE is little doubt that perfumery plays a most important role in the creation, development and marketing of cosmetics. That the cosmetic chemist is aware of this role is shown by the large segment of time that was spent at the recent meetings of the Society of Cosmetic Chemists and the Scientific Section of the Toilet Goods Association. At least half of each of these meetings was devoted to perfume problems.



Dr. E. G. McDonough

In my research programs on cosmetics, I usually set up five standards. I will briefly consider perfume in cosmetics from the standpoint of these five standards, which are safety, effectiveness, aesthetic appeal, stability, and economy. They are not named in order of importance because without any one of them a product could not be marketed. Also, it is impossible not to have an overlapping.

1. *Safety*. The problem of systemic or local damage resulting from contact of the skin with a medium carrying a perfume has always been with us in the cosmetic industry, but we have never been so conscious of it as we have in recent years. There are several reasons for this.

Perhaps the most important one from the perfume standpoint is the larger use of synthesized materials in place of the naturally occurring essential oils. I realize that this statement probably will provoke considerable criticism among the synthetic organic people against the natural oils. My own experience has shown that the larger the number of synthetics, the more chance of irritation.

The second reason is that perfumes now are placed in such a great number of cosmetic vehicles. As these are, of themselves, potential irritants, they carry the possibility of placing the skin in a more sensitive state so that the perfume then could cause irritation.

The third consideration under safety is the question of allergy. Although we may recognize that allergy is peculiar to the individual, nevertheless a product that has low instances of allergy or low allergy manifestation on the sensitive person will outsell all other types. Thus, the perfumer today is confronted with the problem of possible allergic responses; this again, however, may occur in certain types of vehicles only. The Food and Drug Administration and, to a certain extent, the Federal Trade Commission are becoming increasingly interested in the possible damages that can be done by perfumes. It always has surprised me that such emphasis was placed on certification of colors at the various hearings before the passage of the Food, Drug & Cosmetic Act, whereas certification of perfume materials was not considered and probably will never be a requirement of the law.

2. *Stability*. Stability is very closely associated with safety because often the product when freshly made is safe for use, but, while standing, develops within itself reaction products that can be extremely injurious. Thus in stability we are concerned with: (a) the effect of the perfume material on the product; and (b) the effect of the product on the perfume material. It was interesting to note that these two problems were considered in the papers presented at the recent meeting of the Scientific Section of the Toilet Goods Association. Mr. Wellenkamp[1] stated in his paper that examination of a great number of creams, lotions, and powders that had been on the market for indefinite periods of time proved the necessity of a serious study of the question of stability; further, "Many millions of dollars are expended each year in perfuming cosmetics and surely much of this is wasted if the fragrance is not present at the time the product is used by the ultimate consumer."

The duPont trio, Pantaleoni, Shanks, and Valentine,[2] stated that a shampoo, whether cream or clear, can have its stability destroyed by the use of certain perfume oils. As they put it, "The perfumer should, therefore, carefully test perfume oils containing appreciable percentages of the suspect ingredients for the effect on the stability of shampoos." Further, "The discoloration effects developed by the ingredients tested were those

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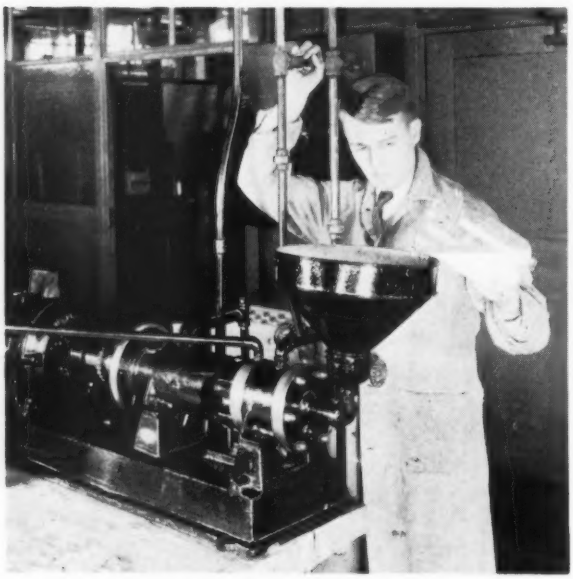
* Dr. McDonough is a perfumer. He took his doctor's degree in the study of a perfume problem, "Investigations in the Autoxidation of Aldehydes Used in Perfumery." He has been actively associated with the industry for 22 years.

1. Wellenkamp, Carl K., "Fragrance Stability of Cosmetics with Especial reference to the Acetals", Proc. Sci. Sect. Toilet Goods Assn., #12, December, 1949. p. 20.

2. Pantaleoni, R., Shanks, J. A., and Valentine, E., "The Fatty Alcohol Sulfates for Shampoo", *Ibid.*, p. 9.

generally occurring in alkaline media. Off-colors were given by vanillin, eugenol, methyl anthranilate, patchouly, bergamot, citral and phenylacetaldehyde." Some perfume oils are so powerful in their ability to destroy an emulsion that they are actually used in testing the stability of an emulsion, as witnessed by the use of terpineol for the destruction of water-in-oil emulsions made from absorption bases. Even in long-established lines of products we see lack of stability of odor, resulting in products that do not smell at all like the original item that was placed on the market.



At Certain Stages in Processing the Odor is Added.

3. *Aesthetic Appeal.* This, in turn, ties in with safety and stability because a product that smells very nice and is very appealing when fresh, might develop definite off-notes during marketing. The development of these off-notes is not due entirely to the composition of the product but may be due to unusual storage conditions, packaging materials, or other factors not anticipated in the laboratory evaluation of the aesthetic appeal of the product. Of course, the inclusion of a perfume oil often affects the aesthetic appeal of the product by changing its form or consistency or color. In other words, the inclusion of a perfume to give a pleasing odor may change the viscosity of the product enough to make it disagreeable to use or may react with pastel coloring materials to give off-colors or quick fading colors.

4. *Effectiveness.* Perfume material is included primarily for aesthetic appeal. It is a very decided and necessary plus in nearly every known cosmetic, and the sole reason for the purchase of such toilet preparations as colognes and toilet waters. And, there are some cosmetics where the perfume plays a double role in effectiveness. For example, in lipsticks it must not only impart a nice fragrance but also cover the fatty notes and the metallic taste of certain lakes that are used in the highly pigmented lipsticks. As a reverse of this, the flavoring material in tooth paste must impart sweet-smelling characteristics to the breath of the user. It has long been known that certain perfume oils have oxidation inhibiting action, for example, amyl salicylate in soaps. The dual function of aesthetic appeal and imparting odor value to the areas of application has been emphasized sharply by the recent popularity of hair preparations. The higher absorbability of hair as compared with skin, and the retention of hair over long periods of months as against the surface of the skin, which wears off at a rapid rate, has brought into focus certain new problems, particularly the "wearing qualities of perfumes." In addition, hair has a selective absorbability whereby it may absorb only certain of the odor constituents; the woman thus becomes desensitized to the odor notes of these components by constant association with them, and, upon subsequent use, may feel that the product has become sharp and unappealing, even though the cosmetic may have exactly the same fragrance that influenced her initial purchase of it.

5. *Economy.* This, of course, needs to be mentioned briefly. The perfumer is often embarrassed by a lack of freedom of choice of materials simply because the product cannot stand an expensive perfume oil. All we can hope for here is more efficient and economical production of natural products and cheaper synthesis of fragrant organic chemicals.

In applying these five factors to products that have come into existence only lately, I should like to emphasize that we cannot consider our odor problems of older existing products completely solved. As a matter of fact, in a discussion of my subject with one old-time chemist in the trade, he stated that as far as he was concerned the problem of satisfactory perfuming of face powder had never been solved. This is understandable when we realize that a small per cent or a fraction of a per cent of essential oil is spread as an extremely minute film over a tremendous surface area of selectively absorbent agents and potentially alkaline agents. Also, such conditions as oxidation, volatility, and absorbability by the container, make it almost impossible ever to develop a face powder note that will remain as fresh and sweet smelling after a year on the market as it did the day of initial production.

In selecting modern cosmetics to exemplify the problems of perfumery today, I have selected depilatories, cold waving products, cream rinses, and antiperspirants.

ANTIPERSPIRANTS

Taking the last first—antiperspirants—the most common difficulty here is to obtain an odor that is aesthetically appealing in the jar but will not become too dominant during use of the product. In other words, the antiperspirant is generally used in the arm pits, and the constant high temperature that is maintained by the body to body condition creates a warmth that accentuates the fragrance. Also, the fresh fragrance in the jar may soon be changed or lost by volatility or absorption of some of the components by axilla hair or clothes. Some materials, of course, cannot be used because of possible off-color developments; for example, phenolic bodies will develop colors with any iron contaminants that might be present, from the other raw materials. The high percentage of the trivalent ion, aluminum, present in an acid medium, which generally

(*Continued on Page 213*)

What the Retail Buyers Report

Business generally down . . . Half price sales find customers . . . Salesmen and retail clerks need training . . . Excise tax rumors cause sales drop . . . Brief Valentine's gift rush

THE outlook for normal Easter business throughout the country seems good to most retailers close to the consuming public. Manufacturers have offered in many instances special packages for the season and the promotion while perhaps limited has been good. Working closely with retailers as many have done there is every reason to expect sales to average those of the war years. While some retailers reported reluctance on the part of buyers to make purchases of the more costly cosmetics on account of the likelihood of a cut or possibly repeal in cosmetic excise taxes this hesitancy is not serious for most people now realize that no relief from the tax is likely much before Summer.

Perfumes Need Promotion For Every Day Use

Chicago—A new fragrance for Easter is a must to many women. It can be made so to more if retailers and makers get behind the move and push this with as much endeavor, and intelligence as are shown in the smart ads they have both run.

Many religious groups make Easter an important gift period and it is a wise manufacturer who recognizes this in putting up several dram fragrances in one box. This is an idea which has had more appeal throughout the Middle West cities than in Chicago. Partly because it is featured in advertising and shown on the counters. Both aid in sales, altho the combination is often overlooked. We've wondered why. If a woman comes into the store during the early part of the day it is rare that she has had time to read the paper and see the announcement. Featured with the package it is eye-catching and can be made to create desire.

IT'S THE LITTLE THINGS THAT COUNT

The matter of application of perfume has been mentioned in these columns. But today it is imperative that if a woman buy it she know how to use it. Either she dumps most of the bottle on, or takes a whiff now and then and lets it evaporate. Those atomizers which should be in the perfume section are way over yonder with the bottles. Smart merchandising isn't it? In one store a woman making a purchase of either has to travel through five counters. She can certainly be intrigued to purchase something else and not reach the counter. The same is true of colognes.

If by chance or design you saw the French Exposition shown throughout the country you have seen the plain, simple bottles which Madame purchases and the elaborately carved bottle which Mrs. America buys . . .because she is purchasing perfume and that's a luxury. In France it isn't. Until Mrs. America has been educated to its daily use—as she is learning to use cologne—she will continue to choose the elegant bottle. In contrast did you notice the luxurious beauty of the atomizers? Those are intended for the most exclusive boudoir or for a highlight on the Career Woman's dressing table.

To a French woman an atomizer is a must. American women know them best for medicine spray. How come that the idea has not been extended? One Illinois store has its clerks sell an atomizer with every different choice of cologne or perfume. Does a swell business, too. It is a simple idea and at the price of $1 to $5 can really be made an important part of the sale.

ADDED PERFUME IDEAS

"Perfumes are too strong," is a comment heard from Kansas City to Detroit and from Minneapolis to St. Louis, but in reality a woman does not know, nor does the maker tell her that there is perfume and an essence. "Most of the time she gets these mixed up and says her husband can't stand the odor," said a leading Northwest buyer, who related one instance, of a woman who wanted a refund. She "smelled."

"It was pretty strong and we asked the woman how she used perfume. That was answer enough. Half a dram on at once(Fine for us that sell, but darned poor publicity for our wares. So we told her how to use it." Examples like that frequently happen especially among the average women and those are the women who need directions on the bottle on use. They are your future customers.

MAKE-UP CLASSES

Chicago has been holding a class in make-up that went from head to toe. The announcement appeared in a morning paper with appointments and reservation by telephone. By noon every place in the first four classes were filled. So great was the demand that another group was opened. The course—six lessons—included hair care, hand care, skin and make-up with an individual analysis. The firm is well known for the excellent work it does during the summer in Northern

Maine where these same factors are stressed. The class was designed to show career women how to make the most of their assets from the crown of their heads to their postures. The lessons are expensive. The career women in attendance are enthusiastic and the change in their appearance is surprising. Some retail stores have given clinics, but these were deluxe demonstrations. This course was individual instruction and will aid in sales of finer cosmetics, perfumes and colognes to these women. They have learned how to use them advantageously to themselves.

BEAUTY AT THE 5 AND 10

For a long time salesmen of cosmetic houses have kept an eye on the sale of preparations at the beauty counters in the 5 and 10 but today these stores are using their own paid advertising to tell of the charms offered in the preparations on the counter and—how to use them. Chain drug stores are using full page ads to present their cosmetic offerings to the public, and while major lines are featured it is their own special brands of creams, colognes and various shampoo compounds that are stressed when the women come in to buy. That is smart merchandising for a woman will buy her own brand of cologne and the firm's, the latter at slightly less cost.

TOO MUCH TALK ON TAX

Every time there is a discussion of removing the cosmetic tax sales drop to a level below that of the Duchess of Sauerkraut. No wonder clerks stand idle. Women look and ask about the tax. Too few read about it but they've heard it's off. It isn't. And so business is way down. The only remedy is salesmanship. Between the apathy of the average salesman of cosmetics and that of the girl behind the counter it is not astounding that so few know anything about their new products—or else can only talk about what they did during the war. These people forget the Second World War is over—they are still fighting it—and if they'd work as hard for sales in peace time the business would not have skidded since 1950 opened its door.

INFORMED SALESPEOPLE NEEDED

This lack of selling information (it is not confined to this industry) may be due to the boss's Florida vacation, to the lack of specific training, to a decision by the board of directors to reduce sampling, to general indifference and lack of initiative on the part of both the firm and the salesman. Their attitude may be "our goods always sell." Surely. But today's parade is not the same as yesterday's and the old customers die and the new ones don't know about you. Change maker to retailer and the same facts apply. In 10 stores not one sales woman offered to show something "just in" or "have you seen this" when a customer was looking. And that customer was looking for something new. And the greatest aggressors are not the 5 and 10 but the style store in your city, and the one on whom you as a maker depend for your profit—and also for increased distribution.

FINER COSMETICS DEMANDED

Where have sales been made recently? It's a growing custom business. Powder to match the tint of the skin is more important than at any time. The same is true of foundation creams. Women back from a winter in the sun want the dark tones to preserve the tan that is fading; those in the north want the rich, vibrant glow that the cold weather gives.

Fine facial soaps are being featured, but far less than should be done for there are women who must wash their faces to feel clean. Bath salts and water softeners are moving into a better position of sale. Bath soaps, with a "deal" are showing improvement as is a cologne which is sold with atomizer as one unit. Hands are receiving much attention in all stores of the Middle West. Preparations for the hair and hair brushes are receiving some advertising and moving as a result. Fragrances of all types, from sachets, solids to liquids need more display and intelligent presentation to the woman who may be timid about using a fragrance and who just possibly has "her man."

Easter sales can be good, if there is a push back of them. Junior cosmetics are very important and the college girl can always use a smart kit, inexpensive, but filled with excellent preparations for her next semester's use.—*Jean Mowat*

Tax Repeal Rumors Hurt West Coast Business

Los Angeles—When you observe the eagerness of department store toiletries buyers these days for promotions you wonder whether old time toiletries merchandising may make a comeback. And why shouldn't they be eager?

Sales figures for Coast cosmetics departments are really down. Not all, of course,—we know one that had a 3.9 percent increase in January 1950 over January 1949, but in any company that particular buyer is unusual. The average department isn't doing so well this winter, largely because of circumstances far beyond the control of the buyer, the merchandise manager, the controller, or even the store president himself. First and foremost, of course, among factors killing the toiletries business is politics. The great fear among toiletries people on the Coast now is that the omnipotent sages in Washington will announce that really definite action will be taken on the excise tax by July, or August, or June, or on some other date in the future. And if that happens cosmetic people and luggage people and those who make their living via jewlry might as well shut up shop and go fishing.

RUMORS SPREAD RAPIDLY

The tax itself is bad enough, but the present uncertainty as to whether it will be repealed, or reduced, or just left along is keeping toiletries sections deserted. One of her very good customers told the Elizabeth Arden demonstrator in J. F. Hink and Son, Berkeley, California, last week that she would struggle along without her usual quota of Arden products until March first, as she had inside information that the tax would be repealed by that date. Possibly this customer lives in a hollow tree and has no friends or acquaintances, but that would hardly be typical of the average department store customer who regularly buys complete Arden treatments. Can't you hear her at her club

meetings, her social affairs, and on the telephone. And she is only one. The cumulative effect has West Coast toiletries buyers grasping for straws.

UNUSUAL WEATHER

And at a time like this wouldn't you think that hard pressed toiletries people might get a break from the elements? You might think so, but they didn't on the Coast this winter. Twelve foot snowdrifts in Portland, deep ice on the streets in Seattle, and snow and ice and sleet and smog and fog in San Francisco and Los Angeles kept shoppers out of the shopping districts.

All this may not sound so fatal to sales figures in Minneapolis and Chicago and Boston, but on the Coast people and their transportation are just not set up to cope with such conditions. So already quiet toiletries sections got even quieter, and toiletries buyers and merchandise managers purchased telescopes and began searching the horizon for something to bring traffic into the stores.

You should see the business Helena Rubinstein is doing on that lipstick closeout at 50¢ and up. It is the standard of values right now on the Coast. "If your promotion does as well as those Helena Rubinstein lipstick—," buyers will tell you. Will it? If so, they'll be glad to see you out here.—*Don Cowling*

Mild Winter Causes Drop In Lotion Sales

Buffalo—The unseasonably mild winter prevailing thus far in Buffalo has considerably retarded the sales totals that would have been normally achieved in winter lotions for face and hands . . . and facial creams. Too, the increasing publicity on the possible elimination of the 20 percent luxury tax has resulted in a slowdown of buying that some days seems to border on a boycott.

However, at J. N. Adam's there was a stimulating feeling of "solid sending" and burbling business. As buyer H. J. Conner put it: "We have to work a little harder to get the customers to buy, but we're still doing business."

Perfumes and colognes were proving the most popular Valentine purchases here, with Revlon's Touch and Glow the outstanding general customer item. Helena Rubinstein's half-price lipstick sold like mad, a steady volume being maintained by the non-taxable items.

At Hens & Kelly it was learned that their promotions on $2.25 and $2.50 jars of cleansing and hand creams reduced to $1.00 were so successful that they had to be reordered four times during January and into mid-February. The most popular lines at this store are Barbara Gould, Elmo, Richard Hudnut and Harriet Hubbard Ayer.

Treatment line purchases at Oppenheim & Collins are being made in increasingly greater moderation. Customers are remaining faithful to the "line" of their choice, but the jar or bottle which they now buy is one to two sizes smaller than the ones they were buying last year.

CONSUMERS PREFER COLOGNE

An increasing preference for cologne over perfume has been noticed at this store this winter, despite the

Mrs. Ora Bridges, cosmetic buyer for Joseph Magnins department store in San Francisco was on hand with stewardesses to receive the first air shipment of Browny perfumes from Honolulu. The Hawaiian scents were sent by United Airlines Stratocruiser.

fact that counter clerks are trained to explain the difference between the two and to stress the importance of perfume—both when used by itself, and when combined with a matching cologne. But the average customer who cannot afford both seems to feel she can do twice as well with cologne since there's so much more of it for the money than she would secure with a purchase of perfume.

Solid volume at this store is secured by recurring promotional items, the regulars that offer considerable reduction in cost from their usual price. Current specials here were an Evening in Paris combination and single-item sale, plus Tussy's $1.75 cleansing cream reduced to $1.00, their $3.00 jar being offered for $1.95.

The buyer at Oppenheims suggested that more intensive clerk-training from various lines on the benefits of their respective products would help to increase sales considerably, adding that more frequent visits from line representatives would help inject new sales ideas or new enthusiasm into the counter clerks.—*Maggie Flemming*

Cincinnati Business Good Only at Sales

Cincinnati—Several things conspired to make this an unprosperous season for cosmetics departments in Cincinnati. So unseasonably warm was the weather that our women's skins didn't dry out as usual. Had it not been for the half-price sales that were everywhere in skin lotions and treatment lines, sales would have been mighty meagre for the early weeks of the year. Buyers blamed the rumor about the reduction of the federal tax to 10 per cent for some slowness of sales. Some buyers just said business was slow, but apparently it wasn't slow enough to worry them into taking any action about it.

Cosmetics sold where there were real price reductions and where there were new products. Red-red lipsticks were going well, a trend away from the rose-reds of the past several seasons. Eye-makeup, promoted nationally, but not locally, in connection with the 1920's influence in fashion, began to pick up noticeably. Rev-

lon's Aquamarine lotion with soap to match, at the price of the lotion alone, went uniformly well. The Fair Store, just introducing Roux, had gratifying sales (this store always does well with the old Canute Water for restoring hair color, too, just by letting it sit on the counter). Revlon's "Touch and Glow" make-up base went like hot-cakes (John Shillito sent its buyer to New York to hurry a reorder). Milkmaid products, long not available in this city, made a very nice showing without promotion, at Mabley. Home permanents were in a slump, with sales expected to pick up nearer Easter. The new Toni pack at $1.33 will be promoted here, but not with as much push as was the $2.89 pack, because buyers figure there's just not enough in it.

VALENTINE RUSH WAS BRIEF

The Valentine gift rush didn't occur till three days before the day, but it appeared strong in several stores. Colognes were selling much better than perfumes; sales of men's cosmetics continued their increase.

There was a lackadaisical spirit among the buyers (perhaps it was fatigue from inventory), but fewer promotions than usual were in the offing. Fair Store planned its first price-reduction sale on Elmo's powder base. It planned, also, continuation of the Robert Curley hair-preparation and brush demonstration. This demonstration, incidentally, has been going on in Cincinnati for about six months at least, and it still draws a buying crowd. Roger & Gallet's talc and sachet together at $1.25 will be pushed by J. C. Penney, and White Magnolia products by Helen Rubinstein will be advertized by Alms and Doepke. All buyers seemed to feel the business needed some pepping up, but had no answer as to where the vitamins should come from.—*Mary Linn White.*

Newspaper Ads and Window Displays Aid Special Sales

Dallas—With only one exception Dallas stores, both department and chain drugs, encourage their sales personnel in cosmetics departments to wear fragrances. Several department heads commented that it is doubtful that customers can detect any odor since there are so many different fragrances in the department, but they did believe it made clerks more conscious of uses when they used it themselves.

Until the Valentine promotion, most sales effort has been in cleansing creams, hand lotions, soaps and the like. Largely these have been specials offered by the manufacturer.

Sanger Bros. reports accelerated sales on Dorothy Gray, Tussy and Harriet Hubbard Ayer cleansing creams as a result of specials promoted by newspaper ads and counter displays. A. Harris & Co. used enclosures, newspaper advertising and window displays on special offers of Dorothy Gray cleansing cream, Revlon's Aquamarine hand lotion and Tussy's Wind and Weather lotion. Demands were high.

Most spectacular results at Harris' were achieved by the Revlon Touch and Glow powder base. Backed by newspaper ads and window displays, reorder was necessary the first day.

Valentine sales were reported a little lower than last year by most stores. Chain drugs, however, indicated that their package items had gone well. Specialty stores did well with Schiaparelli's "Book of Hearts" package and the combination set of "Gay Diversion" and "White Shoulders."

The department head at Sangers reports an interesting fact found in analysing her Christmas business. Her department sold ten times as many $5 perfumes as $1.50 size.

HAIR STYLIST BOOSTS SALES

At Neiman Marcus, the Man's Shop featured colognes in its Valentine windows. Expensive perfumes were selling on the main floor at a rapid rate. Important event at Neiman's during the past month was a week-long visit by Antoine himself. He was on hand at the store for consultation on hair styling and also to check on his extensive line of creams and cosmetics. His calendar was booked full with appointments.—*Jean Shaffer*

Pittsburgh Women Become Price Conscious

Pittsburgh—Women are sharp shoppers these days. This is particularly evident in cosmetic departments spots where even the shrewdest feminine shop-hound is vulnerable before the promised vision of beauty.

This fact was ably brought to attention when a cross section of sales girls were interviewed at random. This is what the girls report: More women watch for price sales that have become known as established events than ever before. "Women remember and ask us if such and such a product isn't going to be featured in a yearly reduced-price sale within a week or two. They know, better than we, when these special sales are scheduled."

As a result, it is reliably reported that women will wait—even if it means going without for a while—to take advantage of half-price or specially priced products. Some buyers indicate they expect to give lagging sales a shot in the arm via the gadget method. Eye-catching little items—either new in packaging or new in styling—are to be used as a "Spring tonic."

TEACHING THE CUSTOMER PAYS OFF

An up-and-coming sales girl reports she has greatly increased the sales of lipstick merely by taking time to explain a simple operation in putting it on. Her experience has been that if you explain a logical reason why a method will bring results that it sells merchandise.

The lipstick sales-getter, which may not be new, but it sells lipstick—and a foundation too, is this: Show why a foundation that is used on the face to make powder adhere can be equally successful when applied on the lips too. Put lipstick on over the foundation and it looks better, stays on longer and—(the bright sales girl says) even more important, it increases her sales! Also, the customer is satisfied.

This might be an idea that will bring more business if a number of sales girls pooled ideas, or came up with bright, practical suggestions to offer customers. A sharp shopper can be impressed with a good reason why she needs a product.

PERMANENT LIPSTICKS NOT PERMANENT

Also along the lipstick line—women are very interested in a lipstick that stays on. A non-smear type introduced here some months ago had good reception, but because it didn't live up to expected demands has not been overly popular on repeat sales.

From checking with women who have used the so-called "permanent" lipsticks this conclusion was reached:—The products that promise permanency have been disappointing, and women have begun to look with doubt on them. However, there is a big potential field in this line if and when someone actually does perfect a lipstick that doesn't smear—that does stay on. Women are gullable, perhaps, but as stated at the beginning of this piece, they're sharp shoppers these days.—*Lenore Brundige*

Cosmetic Buying Stays at High Level in Atlanta

Atlanta—Cosmetic sales are moving along at a brisk clip in Atlanta, to the delight of all concerned, including department store, specialty shop and drug store buyers. Most of the contacts report from slight to good increases over the same period last year. There seems to be no particular reason they can hold accountable for this. Some give credit to the new smaller packages, such as Frances Denny's Neck and Contour set, a $7.75 value for $5.99 and Arden's Firm-O-Life treatment now coming in smaller sizes at reduced rates. Others hold that reduced prices on regular sizes turned the trick. Certainly the weather could claim small credit. So far it has been a long, hot winter, the sort that is usually sure death to wind and weather lotions or special cold weather treatments. But these, strangely enough, have moved along as well as everything else.

Probably the most enlightening statement on the revival of cosmetic buying which acompanies the renewed interest in makeup, came from the buyer of one of Atlanta's top specialty shops. "Short hairdos," she said, "have been a great influence in making women more cosmetic conscious—probably because the face is brought into sharper focus, forcing them to wear more cosmetics to soften the general *effect* and to choose and apply them more carefully."

She brought out also that women respond readily to any suggestions on the correct use of makeup and will flock to counters where makeup specialists are featured, paying rapt attention to all demonstrations and more than likely buying a sizeable group of their cosmetics before they leave. Anatole Robbins new-to-Atlanta Prismatic makeup has received such a response. Ballard Crooker, Robbins' assistant, who has made three visits to Atlanta, since the line was first stocked last October, now has appointments made from one visit to the next for special demonstrations in makeup.

Domestic perfumes have suffered a slight setback here, but imported brands, especially those now being put up in smaller sizes, are doing very well. Concentrated national as well as local advertising has also contributed considerably toward making the early post-Christmas season one of the best yet in cosmetics.—*Maynita Gerry*

Technical Abstracts

Emulsion To Be Used for Hair Waving, Marito Ogata. Japan. 175,081, July 29, 1948. Emulsified vegetable oil is mixed with sodium silicate with or without caustic or carbonate of alkali and NH_4OH. (Thru C. A. *43*, 5554, 1949).

Hair Treating Composition, Phylls A. D. Elliott. Can. 452, 764, Nov. 23, 1948. To 0.5 lb. shredded soap, e.g. castile, is added 1 oz. of oil of Rosemary and then mixed with 1 oz. of $K_2Cr_2O_7$. The composition is effective as a hair cleanser and regular use eliminates substantially all the dandruff. (Thru C. A. *43*, 5554, 1949).

Jelly Chemical May Be Destroyed In Tooth Decay, Disappearance of a newly-discovered jelly-like chemical in teeth may be the first step toward tooth decay. This finding and the discovery of the chemical were announced by Drs. Reidar F. Sognnaes and George B. Wislocki of Harvard School of Dental Medicine and Harvard Medicine School, at the meeting of the American Association for the Advancement of Science. The jelly-like chemical was found to be a constitutent of both the dentine and the enamel of normal teeth. It is a sugar-containing protein, called acid mucopolysaccharide by chemists, and belongs to the general class of mucin. Under the influence of certain bacteria and enzymes, it can change from its jelly-like state to a liquid. Destruction of this chemical, and its disappearance from the little tubes in the dentine, is apparently the beginning step in decay. This precedes the invasion of bacteria which have generally been believed to be the primary agents in tooth decay. "Before one can intelligently and effectively combat tooth decay," the scientists stated, "it will be necessary to learn how to prevent these initial biochemical changes which spearhead the formation of cavities." (Thru Sci. News Letter, *57*, 8, 1950).

Evaluation Of Damage To Hair By Physical Methods, H. Brauckhoff. Melliand Textilber., *28*, 181–184, 1947.—A method for estimating damage in hair consists in measuring the change in logitudinal swelling which is brought about by change in humidity. In the early stages of damage this method is more sensitive than measurement of tensile strength. A 20-cm. length of hair is suspended in a cabinet which can be filled with air of controlled humidity. The lower end of the hair is connected to a lever and pointer, which magnify any length change. Samples of human hair which had been subjected in varying degrees to the influence of heat, acid and alkali were tested. The length change of the samples over the R.H. interval 30–97% is tabulated against their tensile properties. With all three types of damage there was an appreciable change in the length-humidity relationship before a change in either extensibility or tensile strength was noted. Length changes over the R.H. range of 0–30% did not show such large differences. Whilst damaged hair always shows an increase in its length change in the new test, it must be noted that an increase may also be obtained, without appreciable damage, in a hair which has undergone supercontraction. (Thru Soc. Dyers & Colorists *65*, 322, 1949).

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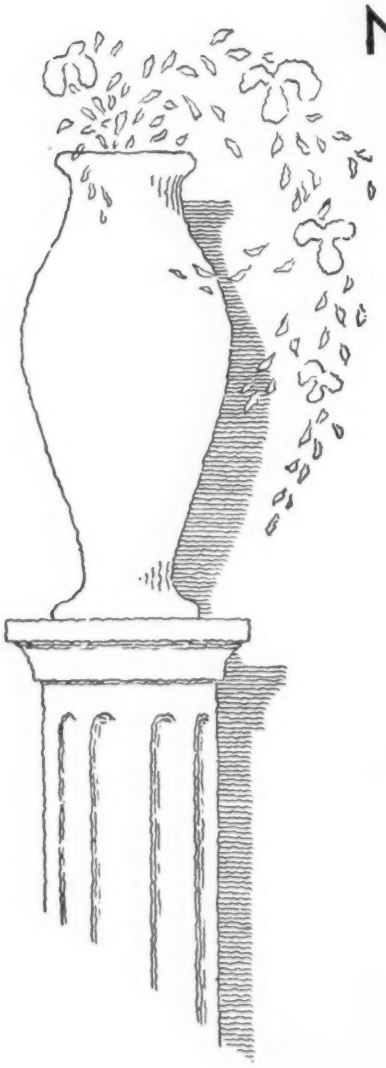

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The Missing Dollar

A READER submits this problem: "A chemist, a salesman and a superintendent who had congenially worked together in a cosmetic company that was taken over by a larger concern decided to insert a joint want ad in one of the trade journals hoping to get jobs in the same company where they could continue to work together. They each contributed $10 to pay for the advertisement. However the bill for the ad came to only $25 and the publication was instructed to hire a messenger to return the $5 taking his fee out of that refund. The messenger took $2 for his services and returned one dollar to each of the three men. Each man got $1 back and so each had paid $9 for his share of the ad. Three times 9 is 27. The $2 the messenger kept made a total of $29. What became of the missing dollar?"

While the answer is simple some doubt is cast on the facts. Is it likely that any cosmetic chemist would have $10? Again in these days of mounting labor costs would any messenger be satisfied to take a fee of only $2 for performing such a task? And finally would any cosmetic salesman, faced with the prospect of parting forever from his old cronies be inclined to support any such venture when it is remembered that with $30 the three cronies could jointly purchase just about the right amount of the finest Scotch?

Perfuming Cosmetics

(Continued from Page 206)

is in the range of pH 3, certainly is likely to have an effect upon many of the components of a perfume mixture. It has been my experience that when most antiperspirants have been allowed to stand, the final fragrance is entirely different from the original. Also, a cream that is purposely designed to penetrate the skin and produce a prolonged effect upon the skin by having an external phase of water, in which there is a high concentration of an acid salt, will make the skin more sensitive to other components of the products; therefore, the perfume oil must be selected carefully from the standpoint of irritation. It must be selected in terms of irritation characteristics at the time of incorporation as well as after the cream has stood on the market and perhaps developed reaction products.

CATIONIC ACTIVE MATERIALS

The second group of products are the so-called cationic active materials that have at least two applications in the present-day cosmetics: one for antiseptic qualities such as bactericidal or fungicidal properties, and the other for the newly-created cream rinse products for the hair. The effectiveness of these latter products depends upon their ability to be substantive to hair and, of course, are usually slightly acid and are applied in acid mediums. Most of the past work on perfumes has not included the study of the incompatibility of high molecular weight cations. It was somewhat of a surprise, therefore, to find perfume and colors that are remarkably stable in the presence of large molecular weight anions, but are incompatible with high molecular weight cations. Thus not only are precipitates formed, but as some of these materials have a very lovely pearly appearance in solution, the appearance may be affected by perfume added. Worse still is the fact that time may be a factor and in some cases considerable time may be required for development of signs of incompatibility. In addition, because they are substantive to hair, they may carry with them in a selective fashion only certain components of the perfume fragrance, thereby imparting to the hair an odor that may only partially resemble the odor of the product. This odor may become actually displeasing to the user and certainly may possess "wearing quality."

Modern depilatories, of course, contain substituted mercaptans like thioglycolic acid or thioglycerol in alkaline mediums where the pH is about 12.0. Such a medium may give rise to complex reactions with a part or all of the components of the perfume. For example, esters will hydrolyze and are totally unsuitable, and, of course, there is always a likelihood that reaction products can be formed by the extremely reactive sulfhydryl group of mercaptans combining with the perfume ingredients.

PERFUME FOR COLD WAVE PRODUCTS

However, the chief problem today and the one which, insofar as I have seen, remains at best only partially solved, is the development of a satisfactory perfume material for cold wave products. Although the production of more highly purified mercaptans of a substituted nature is rendering the base less offensive in character, nevertheless, there always will remain the problem of either blending or covering the basic odor of the composition. These cold waving compositions, as has been indicated, are substituted mercaptans in an alkaline medium of about 9.2-9.5. Generally the base is ammonium hydroxide. Most of the products are in cream form. The high salt content (usually between 5 and 10 per cent) makes the emulsion or dispersed phase extremely sensitive and perfume materials often are the cause of the breakdown of the dispersed phase. The big problem has been to impart to the product a satisfactory fragrance that will be retained for long periods of storage. Such an odor note must render the product pleasing to smell and also must impart to the hair a clean fragrance that has excellent wearing qualities. Always, of course, we have with us the problem of irritation accentuated by the fact that the scalp is being subjected to manipulation at the time of contact. In addition, the alkaline reducing treatment is followed by an oxidation treatment which, in turn, can influence the odor value or irritating value of the perfume material.

The problem of fragrance in "cold" waving is worth a great deal of consideration as it is calculated that this year alone there will be sold in the beauty shops and home wave field a sufficient number of units to give about 70 to 80 million waves. In other words, this cosmetic product is close to first place and may soon surpass tooth pastes yearly dollar volume. Certainly the future trends indicate that within a few years it will far outstrip any other cosmetic product in units per year sold.

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FLAVORS

Dr. Morris B. Jacobs

Candy and Beverage Flavors-II

A comparison of the flavor stimuli of confectionery and beverages illustrates that different criteria are operative and should be taken into account.

MORRIS B. JACOBS, PH. D.*

Continued from the February issue

From the point of view of use, flavors made solely from the first four categories are known as *natural flavoring products.* If the odor and flavor of these are intensified by the addition of flavoring substances of the last group they are known as *fortified flavors.* If the flavorings are prepared solely from the fifth group, that is from isolates they may be known *artificial flavors.* Those flavoring products made from the sixth and last groups that is from semisynthetics are termed *synthetic flavors.* . . . . .

Flavoring products are put up in different forms for the beverage manufacturer and the confectioner for each of these forms has its advantages and disadvantages. These forms may be differentiated, purely for convenience, on the basis of their physical state. Thus there are *flavor solutions.* These contain only water, or water and alcohol as the solvent although other solvents such as glycerol, propylene glycol, triacetin and the like are used. In addition to these water soluble types of flavor solutions, there are oil solutions such as the essential oils themselves or solutions of flavor components in a bland, colorless, and odorless edible vegetable oil.

Another group of flavor products are put up in the form of *emulsions* and suspensions. The dispersion medium is generally water and the dispersed phase is the flavoring component. These have the advantage that there is no need for expensive alcohol. They can also be put up in much more concentrated form and diluted as needed. They have the disadvantage that many emulsions tend to break because they are improperly prepared and they do not have the lift that an alcoholic flavoring has.

Other forms in which flavors are put up are *flavoring pastes, tablets,* and *powders.* These have many advantages the principal ones being that they can be put up without the use of much liquid diluent, (hence they have much less bulk), that no alcohol is needed and that each block of thick paste, tube of thin paste, tablet, or weight of powder can be made equivalent to a given amount of flavor necessary to flavor a given batch weight.

Each flavor component has its role to play and a proper understanding of that role is not only part of the art of flavor compounding but also is also part of the science of the use of flavors. It has been my practice to place flavor components into five major divisions. These are the basic or bulk components, intensifiers, modifiers, floral components, and fixatives. Not every flavoring has components of each group nor is each group rigidly defined for a given substance often plays more than one role in flavor formulations.

Flavor Ester Mixtures

In general the bulk components are esters in natural flavors as well as in artificial and synthetic ones. For instance many years ago Power and Chesnut found that the principal components of apple essential oil were isoamyl formate, isoamyl acetate, and isoamyl *n*-caproate. At times aldehydes, ketones, and compounds with more than one functional group form the bulk and basic material. Thus cinnamaldehyde is the principal component of cassia and cinnamon oil; methyl nonyl ketone and heptyl methyl ketone comprise 90 per cent of Algerian oil of rue; menthol is a principal component

* Professor of Chemical Engineering, Polytechnic Institute of Brooklyn.

Why people have names

Perhaps the first name was the unique grunt of a caveman. But it separated him from his fellow men. And, in a way, it made him an individual. As language and communication between people grew up, names became more significant. Some told where a name came from; what his occupation was; who his father was; and other things about him.

Even today, we find names like North, Carpenter, Johnson, and Smith to show us how names once carried information about people. But a man's name these days is as significant as he himself makes it. The same thing is true of a business house. Its name represents the reputation of its products and services.

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of oil of peppermint. Because esters so commonly are the bulk components I prefer to call these *flavor ester mixtures.* These are equivalent to the terms formerly used like basic ethers, fruit basis, and fruit oils. The flavor ester mixtures give the flavor formulation its characteristic fruit, spice, or other natural aroma or serve as the basis of that aroma.

In nearly all synthetic flavors, in many artificial and in a few natural flavors there is generally present a small amount of a powerful, flavor material often a lactone, or hydroxycinnamate, aldehyde, or ketone with a similar characteric aroma which is added to intensify (or present in) the flavor. Hence such substances are called *intensifiers.*

Modifiers are related substances such as aldehydes, ketones, ethers, esters, and very often compounds with more than one functional group. Their group name signifies their function. Other components like terpene alcohols and esters of these alcohols are present or are added to give a flowery note or give nuance and tone to the composition. The final group are the fixatives. I do not think I need to stress the use of such substances in this instance.

Criteria

There are certain criteria that have to be considered in using a flavor for beverage or for confectionery purposes. These are solubility, flavor fidelity, resistance to thermal hazard, dilution, and alcohol content. We will discuss each of these with respect to their application to beverage and confectionery flavors.

Beverage Flavors

Very likely the most important criterion for a flavor for beverage use is solubility. Since this is an essential characteristic, it is often necessary to eliminate certain very insoluble components such as the terpenes from flavorings particularly natural flavorings like lemon and orange oils, in order to make a really suitable flavor for a clear beverage. It would be a little beside the point to describe here the preparation of terpeneless and sesquiterpeneless essential oils. For

Soda pop and similar beverage flavors need not be true as these beverages are in contact with the mouth for only a short time and a lingering flavor is often undesirable.

the beverages of the cloudy type, the elimination of terpenes or other insoluble components is not so important. There is also the factor that if the flavor is not completely soluble and the beverage is to be filtered after the addition of the flavor, there will be a loss of valuable insoluble components.

Since soda pop and other beverages are in contact with the mouth for only a transitory period of time, the necesity of flavor fidelity or flavor trueness is not great. Indeed one often does not desire a lingering taste, even a true lingering taste, in a beverage, hence if it were present it would be a decided disadvantage. The lack of need of flavor fidelity in beverage flavors was exploited decades ago so that some beverages, for instance raspberry had virtually no resemblance to the natural flavor whatever. This "synthetic" taste was developed to such an extent that beverages made with real fruit flavor were for a time unacceptable. This is no longer the situation.

Resistance to thermal hazard is not an essential for a beverage flavor since by and large very, very few beverages are heated.

The factor of dilution is also not of great moment in beverage flavors. As long as the flavor is soluble more of a weaker and less of a stronger flavor can be used without appreciable effect.

The presence or absence of alcohol probably has its greatest effect on beverage flavors in the matter of solubility. If alcohol is present the flavor will probably be more soluble. Alcohol also plays a role in giving the flavor the lift we mentioned before.

Candy

If we examine these flavor criteria with respect to suitability for confectionery use we note a completely changed picture. Solubility is not of such great importance for most candies. In fact it may not be of significance at all except possibly for those candies which are clear or transparent.

Flavor fidelity on the other hand is a matter of much greater importance. Candies remain in contact with the palate for very much longer periods of time than beverages hence the consumer will be more readily aware of the lack of flavor trueness; consequently most confectionery flavors must have adequate flavor fidelity.

Thermal Stability

Again the factor of thermal stability is of great importance in candy flavors since candies are processed at high temperatures. In formulating a candy flavor it is generally preferable to use a higher boiling component of the same general aroma then a lower boiling one. This will usually result in a flavor formulation of better resistance to heating.

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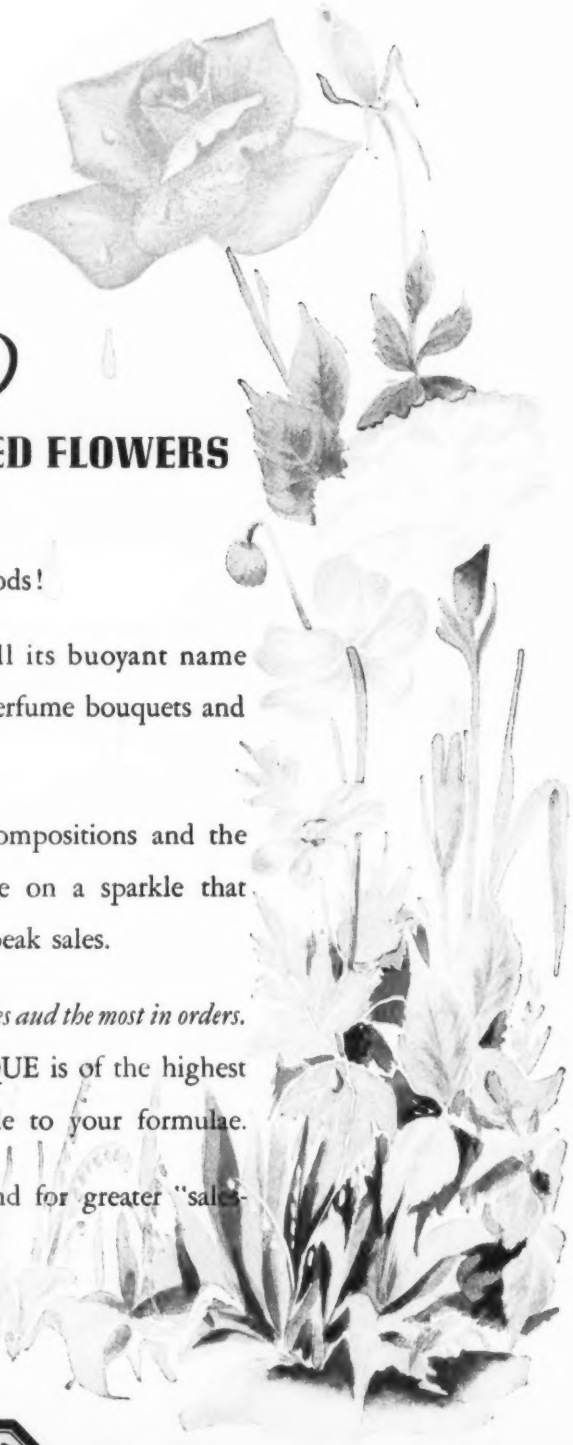

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For instance, it is best to substitute the biacetyl (boiling point 88 deg. C.) in a butter flavor composition by its higher homologues which have the same flavor characteristics such as acetyl propionyl (boiling point 112 deg. C.) bipropionyl (130 deg. C.) and bibutyrl (169 deg. C) and the like. In a similar way cinnamyl anthranilate which melts at 64-65 deg. C.may be substituted for methyl anthranilate, m. 25°C boiling point 255°C., and isoamyl isovalerate, boiling at 194 deg. C. for ethyl isovalerate boiling at 134 deg. C.

Dilution

The dilution of the flavor is also to be considered. As a matter of fact in some candy batches like hard candy dilute flavors cannot be used at all for they would spoil the batch. Here is an instance where paste form and tablet form flavors are really useful. Powerful flavors have another function in candy flavors and that is to provide sufficient flavor so that the chocolate if present does not overwhelm the effect we are trying to produce.

The presence or absence of alcohol is of much greater significance in a flavor to be used for candy than in one used for beverages. In some instances it is advantageous, in other instances it is disadvantageous. Since alcohol depresses surface and interfacial tensions, its presence in a candy batch may serve to break the colloidal structure. In addition it reduces the thermal resistance because of its low boiling point and increases the loss of actual flavoring through volatilization at high temperature. On the other hand it is useful in spreading the flavor uniformly throughout the batch with a minimum amount of mixing.

I should like to conclude with a note on the future. The use of synthetic aromatic components in flavors will undoubtedly increase despite any increase in the number or the severity of the interpretation of laws or of tests. This is clear from any, even casual, perusal of the literature.

While there is still some trend to the duplication of aromatic flavoring materials found in nature as witness the synthesis of methyl beta-methylthiolpropionate, a natural component of pineapples, there is an even greater trend toward the preparation of tailor-made synthetics. Many of these are marketed under trade names but an even greater number are freely described in the literature. Such a trend is inevitable for with the tremendous expansion of organic intermediates and chemicals there is the concomitant search for uses to which these can be put. Some simple illustrations will make this point clear. With the availability of allyl alcohol as a relatively inexpensive chemical has come the preparation of dozens of allyl esters, which have flavor possibilities. One of these is allyl cyclohexylpropionate, a pineapple flavor modifier. Keto esters like ethyl pyruvate (rum) are other examples. Condensation products of glucose and alpha-amino acids have given good maple flavors as has a product known as Cyclotene. The road is relatively clearly marked. It will be followed by many chemists.

Aid for Retailers

SPECIFIC suggestions to manufacturers of flavoring extracts to aid retail grocers in merchandising were offered by Mrs. R. M. Kiefer, secretary of the National Assn. of Retail Grocers at the last annual meeting of the F.E.M.A. A survey conducted among 70,000 retail grocers resulted in these recommendations by them to flavoring extract manufacturers:

1. The use of shorter, wider based bottles for small sizes, so bottles can be displayed attractively, standing up, and without breakage which occurs so frequently with the bottles now generally in use.

2. More careful and better packaging in heavy cases, so there is less damage and smaller amount of breakage.

3. The prominent inclusion of the net weight, as required by law, on every package,—as well as a small spot where retailer might indicate his selling price.

4. Consideration of dating on certain items so they can be returned after expiration date and when their flavor and potency has deteriorated. This may also require some greater care in proper use of containers and sealing of those containers.

5. Consideration of greater cooperation between supplier and retailer on the return of discolored and unattractive merchandise.

6. Much more clearly identifying the imitations as compared with true flavors. There are apparently no standards for imitations now, and there are many which are really not acceptable and should not be offered.

7. Consideration of an assortment—like in the case of spices, 12 of the most popular items in a special box for the new housekeeper, —and in the case of extracts—a dozen

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or more of some flavors and fewer of others in assorted cases. For example, some flavors in dozen quantities will be hanging around a retail store as much as two years, whereas others will sell much more quickly. Undoubtedly you have research that would give you the use factor to permit the setting up of a schedule for these assorted cases.

8. Review of the present practice of selling exclusive wholesalers in certain areas where the same products are sold to competing retailers direct, so that smaller non-dircet buying retailers must buy from those exclusive wholesalers, even though they do not buy other commodities there.

9. Consider discontinuances of many deals, discounts, premiums, newspaper coupons, etc., which do not really contribute to either the merchandising or promotion of the product, but instead are an "irritant" to your retailer sellers.

10. Offer assistance to the retailers including suggestions for best method of stocking, taking inventory, building displays, and doing special merchandising jobs. Any such suggestions should be on the basis of average size and not super or large stores of which there are a limited number in the country.

11. Recipe and usage contests or experiments which will develop wider uses of the product and then presentation of these uses through cook books, recipes, etc. Housewives need, constantly are searching for and continuously are requesting suggestions from retailers on recipes and menus, and both the flavoring extract and the spice associations as well as the member companies can be of real assistance in offering these suggestions to retailers for passing along to customers. They can also be included in national advertising of the various member firms of the association.

Industry News

Increased Drawback Urged Instead of Alcohol Tax Repeal

The Treasury department is reported to be opposed to a bond and permit system for taxing alcohol as proposed jointly two years ago by the Flavoring Extract Manufacturers Assn. and the Proprietary Assn., contending that if Congress wished to extend alcohol tax relief the present drawback should be increased. At present ethyl alcohol is taxed $9 per proof gallon with a drawback of $6 per gallon to flavoring extract manufacturers and drug producers leaving an effective rate of $3 per gallon. Manufacturers oppose it because the full amount of the tax must be paid when the alcohol is withdrawn and then an application must be made for the refund. This places an unnecessary amount of bookkeeping on the manufacturers. The F.E.M.A. contends that the bond and permit system would be easier to administer than the drawback and would impose less hardship on the industry.

Ice Cream Standards Would Curb Simulated Ice Cream

Interest in the possibility of drafting definitions and standards of identity for ice cream is being shown by makers of ice cream because of the success which seemingly is being enjoyed by new simulated ice creams made from relatively inexpensive vegetables oils and skim milk solids with the aid of emulsifiers.

The Food and Drug Administration do not regard the new products as ice cream and question the legality of their shipment in interstate commerce because of their resemblance to the more familiar product. Bills have been introduced in Congress to set up standards of identity for ice cream which would afford a legal basis for preventing the shipment of the new so-called ice creams in interstate commerce. Any ice cream containing any oil or fat except milk fat, it is felt should be barred.

M.I.T. Announces Summer Food Technology Course

A three weeks' special course in food technology will be held from June 12 to June 30 at the Massachusetts Institute of Technology in Cambridge, Mass. The course will emphasize recent developments in food manufacture and control.

Grape Flavor Cannot be Used for Beverage Without Qualification

The words "Graport" or such terms as "grape flavor" or "winey flavor" to describe a beverage may not be used without disclosing that the beverage is an imitation grape product, according to a stipulation just entered into with the F.T.C.

Massachusetts May Impose Tax on Sale of Soft Drinks

A bill is before the Massachusetts legislature which would impose a tax on the manufacture and sale of soft drinks. It provides that the revenues received shall be used for free tuition at the University of Massachusetts.

Flavoring Extracts Mfrs. Assn. of California Active

The Flavoring Extract Manufacturers Assn. of California, with headquarters in Los Angeles, is doing much useful work for the industry on the Pacific coast. Officers are: President, W. A. Nicholson; Vice President, J. D. Robinson; Secretary, J. J. Beach and Treasurer K. Rickard. A. E. Evans is a member of the Executive Committee at Large, J. W. Leser is chairman of the Membership Committee and C. E. Friberg is Program Chairman.

FEMA Research Committee Meets with Dairy Experts

The Scientific Research Committee of the Flavoring Extract Manufacturers Assn. under the leadership of I. F. Plagge of Bowey's Inc., Chicago, have met with department heads of various university dairy manufacturing departments who are collaborating with the committee. The committee is supervising test preferences in the use of pure vanilla extracts in various concentrates in ice cream, utilizing different butter fact contents. They also reviewed other activities pertaining to the percolation of vanilla beans at various alcoholic strengths as well as trying to isolate various flavoring ingredients contained in pure vanilla extract which have not yet been dtermined.

Board of Governors of FEMA Meets with Midwestern Members

All Midwestern members of the F.E.M.A. were invited to meet with the Board of Governors at a special luncheon in the Drake Hotel Chicago, February 24 and a large number responded. President John N. Curlett inaugurated sectional meetings to bring about closer cooperation between the members and the board.

Members of the F.E.M.A. who were present at the conferences were Dr. I. F. Plagge, Bowey's, Inc., Chicago; Dr. J. M. Blatterman, Warner-Jenkinson Mfg. Co., St. Louis, Mo.; Edward N. Heinz, Food Materials Corp., Chicago; K. R. Newman, American Home Foods Inc., Morris Plains, N.J.; E. Ellicson, Liquid Carbonic Corp., Chicago; William H. Hottinger, Bowey's Inc., Chicago and George Chapman, Chapman & Smith Co., Chicago.

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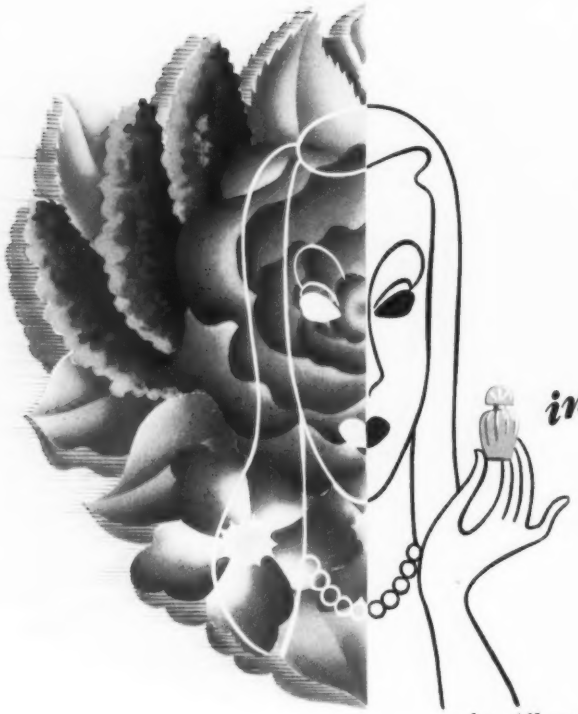

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SOAPS

Soap a Superior Industrial Cleaner

Possesses a more highly surface-active structure in soft water than any synthetic known and is simpler to manufacture and lower in cost than any synthetic

FOSTER DEE SNELL, PH.D.*

AT the start I concede that soap has no function as an industrial cleaner in acid solution—of course not—we used to use sulfated oils for those purposes and now we use synthetics. I concede that in water of 20-grain or more hardness it would be undesirable to use soap as an alternative to synthetic detergents, although much is used in hard water and I shall show you later does a pretty good job. But if one looks at the water map of the United States one is struck by the softness of water where there are large populations. And in the other areas there are water softeners for large industrial users. Industrially it is cheaper to supply softened water than to use synthetics and incidentally that factor is spreading down into the household. So, industrially, unbuffered and soft waters are the rule. Then soap and synthetic concede synthetics to Canton, Ohio in unsoftened water and take all of New York. We concede the unsoftened water supplied California and we will take practically all of New England.

Where they compete on even terms in this restricted area soap wins in a walk. It is the superior detergent in soft water as I can cite by research data.

Dr. Foster Dee Snell

And if you have to have your hands in contact with a detergent for long times, such as a pearl diver—a hand dishwasher in a restaurant—then soap leaves the skin in much better condition. Synthetics defat the skin much more than soaps do.

Street Cleaning With Detergents

Dr. McCutcheon claims the job of cleaning streets and sidewalks for synthetics, even in New York. Okay, he can have them—there's divided allegiance for modestly may we say that we put them in the sidewalk cleaning field. But there's a lot of time going to elapse before tonnage will be used for that purpose.

To bring out the effectiveness of soap as compared with synthetics I want to turn to some of our own experimental results, just spotting typical data with no tables. Those data, applicable to either industrial or home use of soaps show conclusively that soap retains its position of superiority as a detergent molecule; it possesses the greatest surface activity. In application this carries over from washing of cotton fabrics to all forms of general cleaning.

A number of physical tests are useful in studying the relative surface activity of various types of agents. We always start with the simplest surface tension and interfacial tension as measured with the dunouy tensiometer and use these as screening tests to eliminate promptly such compounds as may be low in surface-active properties.

Interfacial tension of the sample solution is measured against benzene containing 0.1 per cent of oleic acid; this because the trace of acid in the nonequeous phase is more nearly parallel to the oily matter and soil than would be a mineral oil like nujol which is sometimes used for interfacial tension studies.

Reduction of surface tension corresponds to the ability of the detergent solution to penetrate

* Position on soaps taken by Dr. Snell in discussion of Industrial application of Soaps and Detergents with Dr. John McCutcheon at meeting of American Association of Soap & Glycerine Producers.

In each of these great centers of the Soap, Perfumery and Cosmetics industries there is a Chiris company, with a complete production and distribution service. These companies pool all the experience and technical resources which nearly 200 years of outstanding leadership in the World's Essential Oil and Aromatic industries have made available to the House of CHIRIS.

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into the fine capillaries and interstices of fabrics. Reduction of interfacial tension corresponds to the ability of the detergent solution to wet an oily surface and to emulsify nonaqueous liquids. Effective surface-active agents in solution reduce surface tension from 72 dynes per cm. for plain water to a range of 25-35 dynes per cm. They will reduce interfacial tension against benzene containing 0.1 per cent of oleic acid from about 29 dynes per cm. for plain water to 5 dynes per cm. or less.

The job of cleaning streets and sidewalks even in New York is conceded to synthetics by Dr. Snell but he says a lot of time will elapse before tonnage is used for that purpose.

A Look at the Record

Like Al Smith let's look at the record. In terms of surface tension values at 0.1 per cent they are in order of decreasing effectiveness: coco-tallow soap 22.8 dynes, sodium lauryl sulfate 27.9 dynes, a nonionic 28.7 dynes, an alkyl aryl 30.6. Values over 30 dynes aren't very good. In interfacial tension the soap is 2.0, alkyl aryl 2.5, sodium lauryl sulfate 2.7, the nonionic 16.5. A value should be under 5 dynes to be effective. In each soap is best.

A method of evaluation which appears to be more significant in terms of powerful detergent ability is measurement of dispersing power. This shows whether an agent is effective in suspending solid particles and emulsifying liquid particles and keeping them suspended to prevent redeposition.

For this measurement, 200-mesh burnt umber is coated with 4 per cent of an oil mixture containing 1 per cent of oleic acid, details are published. A definite weight of oiled umber is shaken with a solution of the sample surface-active agent in high-form nessler tube under fixed conditions, and allowed to stand for two hours. The middle portion is then removed for reading in an electric Jackson Turbidimeter. The greater the height of the column before the light disappears, the less material there is in suspenison, and the poorer is the dispersing power of the dissolved agent. In order that a high figure will correspond to high dispersing power, we use a reciprocal value: dispersing power equals 1 R x 100.

Bearing in mind that a high figure is desirable these show the coco tallow soap 37.0, the alkyl aryl 7.4, the nonionic 7.1, the sodium lauryl sulfate 5.7. Good values are all above 10 units. This particular property is the one in which synthetics are most strikingly deficient.

We have a new measure of displacement of oil from fabric; details were in November *Industrial and Engineering Chemistry*. In this sodium oleate takes 88 seconds while an alkyl aryl sulfonate has not performed in 120 seconds.

Washing tests which compare the effectiveness of soap with that of 90 per cent-active alkyl aryl sulfonate, each at 0.2 per cent concentration, show soap to be the more efficient cleaning agent on the following fabrics: cotton, viscose rayon, viscose rayon with urea-formaldehyde finish, nylon, fibre glass, and silk. On wool and acetate rayon washed under the same conditions the sulfonated detergent was more effective than soap. So, generously, synthetics can have the wool business and leave the cotton and viscose rayons for the soaps.

Washing of standard soiled cotton is a favorite method of evaluation of cleaners. We use standard soiled cotton attached to clean towels to give a suitable size of load in a mechanical washer. The detergents were used at 0.2 per cent concentration.

The improvement in reflectance was coco-tallow soap 22, alkyl aryl sulfonate 19, nonionic 18. Actually that wasn't zero hardness water, it was 5-grain, quite soft.

Even at 15-grain hardness soap was better than a nonionic. And at 0.3 per cent coco-tallow soap gave 16.9 regain with an alkyl aryl sulfonate only 10.4.

Before we leave hard water let's mention builders. If people do not have a softener they can use either a polyphosphate—tripoly alone will exceed 100,000 tons in 1950—or the new organic sequestering agents when they come down in price. Then soap will perform even in hard water.

Economic Considerations

Now let's look at the economics. Soap made from 25 cents tallow competed with synthetics.

Today the rate of production of soap is about four times that of synthetics. Several competent guesses indicate that it is highly improbable that soap will be less than 3 times synthetics at any time in the next 10 years—that's as far ahead as one ventures to guess that the world will continue to exist.

With the 1948-9 break in prices of raw material for soap to realistic levels, the edge it has in price is tremendous. For industrial purposes unbuilt soap is competitive pricewise with alkyl aryl sulfonate containing 60 per cent of builder and with sodium lauryl sulfate containing 75-80 per cent of builder. On the basis of active agent there was no competition even at higher soap-stock prices and at present levels the unbuilt synthetics cost two-and-a-half times as much as unbuilt soap.

Again, briefly, conventional soap is quite simple to manufacture—it's not always made simply. By contrast I estimate that the cost of plant for manufacture of synthetics from the hydrocarbons costs 5 to 10 times as much per unit of production. If you have to you can make soap solely by stirring with caustic at a cost for equipment less than one-thousandth that of making synthetics.

You have to store these products except when anhydrous soap is not hygroscopic. Compare that

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with some of the performances of synthetics which often take up moisture and cake. The patent literature these days is full of proposed solutions of a problem with synthetics which doesn't exist with soap.

There's a psychological factor too. The stable form of soap in comparison with the thin flimsy lather of synthetics is a decided advantage. If you doubt that try to convince a commercial laundryman that the foam from the synthetic is as good as that from soap.

And you have to get detergents *out* as well as *in*. So when you launder with soap, you rinse out most of it and destroy the rest by souring. You can't do that with synthetics, you have to rinse, and rinse, and rinse, and water costs money when used in volume.

Rebuttal

In his rebuttal Dr. Snell brought out these points in answer to Dr. John McCutcheon who took up the cause for detergents.

Dr. McCutcheon has conceded that soap is less expensive than synthetics. He has emphasized the variety of synthetics available. There is a variety—I agree. There are a few basic industrial soaps, mainly Tallow Chip with lesser amounts of Brown Bar and a lot of small uses of others. As to synthetics: it takes a special education—or you have to hire a consultant—to know which to select from the maze of types.

Earlier I mentioned the relative prices of soaps and anion-active synthetic, their real competitors. But when we venture to include nonionics and cationics the situation is even more striking. Neither of them could be bought in carloads under 35¢ a pound today. I'm washing out theory and talking sheer practicalities.

Dr. McCutcheon has mentioned that alkyl-aryl sulfonates are bactericidal. Agreed—our laboratory has published data on that subject, but so are soaps. I am sure that many of you are familiar with summaries by Dr. Klarman on that subject published from time to time in *Soap*.

Price instability of soap engendered by war has been mentioned. Agreed. But I wonder if anyone tried to buy any synthetics during war time. And what did one get? Soda Ash with the active agent put in with a pepper shaker—I didn't even say a salt shaker. They were extended by the manufacturers and again by two successive subsequent hands. I have found commerical so-called synthetics on the market that analyzed less than 1 per cent active agent.

With substantial markets for both soap and synthetics and competing, a free market will cause one to move with the other just as bean oil.

By no stretch of the imagination do some soaps call on edible fat stocks. Under conditions of stringency they can be made from tall oil, better yet the recovered fatty acids of tall oil. By a current process they can even be made from hydrogenated recovered fatty acids which will closely compete with tallow.

Again let's be practical. No synthetics are today made from tallow, the preeminent soap fat. They are made largely from coconut oil only, secondarily from soft oils. Coconut oil has to be imported. Dr. McCutcheon did not intend to imply that all fats can be made into synthetics. He could easily have been misunderstood as meaning that. Actually in fat stocks there is only a moderate overlap although I will be the first to concede that in World War II synthetics robbed soap of coconut oil because of armed services priorities.

In recent years the weight of research has been applied to synthetic detergents, with relatively very little on soap. I venture to speculate that a comparable expenditure on uses of soap would expand its uses radically.

The tonnage of industrial products containing synthetics will be large because of things like powdered cleansers containing little more than a trace. But the tonnage of industrial soaps will far surpass the tonnage of industrial synthetics far over the horizon—which means as far into the distance as any of us can see. The criterion is performance per dollar with everything considered.

Finally, industrial soaps have nondetergent uses too. I mention only one—as the emulsifier in polymerization of synthetic rubber. That's a nice large tonnage use.

Summary

In summary, I contend that soap will hold the industrial market because:

1. It possesses a more highly surface-active structure in soft water than any synthetic now known.
2. It is simpler to manufacture and lower in cost than any synthetic, either on a price per pound basis or on performance per dollar expended.

While synthetics may take 25 per cent of the retail market I do not believe that they can take 10 per cent of the industrial market that soap had 20 years ago. The place to sell a flashy gadget at an elevated price is to the gullible public, not to hard-headed purchasing agents.

Liquid and Non-Liquid Soap Sales for 1949

Sales of non-liquid soaps as reported by 92 manufacturers for the entire year 1949 totaled 2,440,815,000 pounds according to Roy W. Peet, Manager of the Assn. of American Soap & Glycerine Producers, Inc.

The Association Sales Census, taken quarterly, further indicates sales of liquid soap in 1949 as reported by 59 companies totaled 6,039,000 gallons. Synthetic detergent sales by 37 reporting manufacturers amounted to 712,456,000 pounds.

Based on data supplied by regular Census participants, which makes comparative analysis possible, non-liquid soap sales for the fourth quarter of 1949 were 29 per cent less than the third quarter 1949, 14 per cent under the fourth quarter 1948, and for the entire year 1949 were 5 per cent under sales for the year 1948.

Comparable liquid soap sales for the fourth quarter 1949 were 16 per cent above the third quarter and 2 per cent above the fourth quarter 1948. For the entire year 1949, liquid soap sales exceeded 1948 sales by 7 per cent.

No comparable data are available for synthetic detergent sales. For the fourth quarter 1949, 37 manufacturers reported sales totaling 181,323,000 pounds and for the entire year 1949, 712,456,000 pounds. In 1948, 17 companies reported fourth quarter sales amounting to 120,375,000 pounds and for the entire year 1948, 401,863,000 pounds.

Fels Celebrates 90th Birthday

Samuel S. Fels, president of the Fels Naphtha Soap Co., recently celebrated his 90th birthday with a few friends. Mr. Fels is well known in Philadelphia as one of the city's leading philanthropists and civic leaders.

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Hints for Improving Production

Metal in processing equipment . . . Eliminating steam waste from jacketed kettles . . . Accelerating flow of semi-viscous liquids . . . New and improved equipment . . . Processing Literature

MOST perfume ingredients have a tendency to oxidize which is increased if there are traces of copper from any source in the perfume. Consequently perfume mixtures should be kept from contact with the air and completely away from any contact with copper or its alloys. Contact with metallic iron also has a bad effect on color and odor. So, since it is easier to prevent contamination than to cure it with antioxidants, processing kettles, agitators, measuring equipment, tanks and pipes should be strictly free from copper and metallic iron. Such equipment made from glass, glass lined steel, aluminum, nickel or stainless steel generally seems to serve this purpose. However it is still good procedure to get the advice of a reliable equipment manufacturer as to which type is most suitable for any particular purpose.

Shipping Box Slipping

For preventing corrugated or solid fibre shipping boxes from slipping when being handled as pallet loads powdered rosin may be applied to the bottom of each case. A box filled with powdered rosin may be installed around one of the rollers in the conveyor. As the shipping containers roll over the box of powdered rosin a small amount is applied to the bottom of each box.

Eliminating Water Hammer

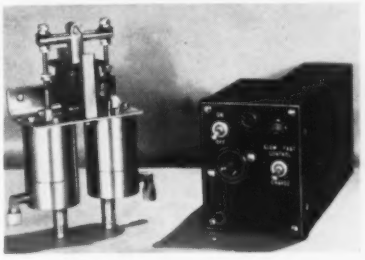
Needless waste of steam may be avoided if jacketed steam kettles are properly installed. The common practice of hooking the intake to the steam line and allowing the outlet to discharge into the sewer line very often produces a water hammer which opens the seams causing leaks to develop. Of course the leak is noticed but no attention seemingly is paid to the waste of steam. The wisest course in an installation of this kind is to install a steam trap on the outlet side, regardless of whether it discharges into the sewer line or is connected to the boiler return line. Under such circumstances the kettle not only heats quicker but there is no loss of steam.

Semi-viscous Liquid Flow

When a semi viscous liquid flows too slowly to the pressure filling machine or siphon, as would be the case where the only head available is from an elevated tank or mixer, a simple arrangement may be adopted to accelerate the flow. This may be accomplished by means of a small centrifugal pump in the pipe or hose from the tank or mixer to the filler. The liquid supply is hooked directly to the intake side of the pump and the discharge side of the pump, with a tee, then discharges from one arm of the tee to the filler and the other arm of the tee returns any excess delivery back into the top of the tank or mixer. The pipe or hose with the excess may then be raised or lowered to get any desired rate of flow at the filller.

Remote Control of Metering

Remote control of accurate metering at low cost is afforded by the new electronically controlled metering pump offered by Eastern Industries Inc. according to that company. The pump, it is stated, incorporates features never before offered in metering pumps. It is operated by an electronically controlled solenoid providing accurate, variable control of the number of strokes per unit time. Additional adjustment, it is pointed out, of the length of stroke is available to a maximum output of 0.8 cubic inches per stroke. The unit, it is added, has a special mechanical sealing arrangement which eliminates stuffing box adjustments and periodic maintenance. The electronic timer using conservatively loaded components requires relatively no upkeep and is built to run continuously for years with no replacements. Once installed, the makers emphasize, the pump requires no attention as all working parts are self lubricated. The overall size of the unit is: timer, 9¾ x 4 x 5 in. high; pump, 6½ x 4½ x 2⅝ in. deep.



Electronically Controlled Pump

High Quality Water

Extraordinarily pure water—containing less than one part of ionic solids per 100 million parts of water—may now be produced by simple passage through a mixed bed of Amberlite ion exchange resins according to the Rohm & Haas Co. The new technique, it is pointed out, permits complete removal of inorganic salts without deviation from chemical neutrality, pH 7. The mixed bed development the company states, must rate as one of the really fundamental advances in the field of ion exchange. It is simpler, faster and cheaper than two bed systems and the chemical quality of the water it delivers—almost without regard to source—means good news where

extremely pure water is required or wherever ionized impurities tend to upset the processing apple cart. A complete deionizing unit easily carried under the arm will be announced soon.

New Line of Pulverizers

A complete line of impact precision type pulverizers for granulating, wet milling and fine grinding will be manufactured by the Pulva Corp. which has been organized by F. Elmer Oswald. Mr. Oswald has been associated with the pulverizing machinery business for 23 years. Announcements of the new equipment will be made in the near future.

One Man Conveyor

A small powered conveyor that may be pulled by one man is offered by the Rapids-Standard Co. Inc. for loading and unloading box cars and trucks, stacking cartons and boxes and boosting items on a gravity conveyor. The unit may be powered from any wall outlet.

Conveyor Chain for Small Goods

For conveying bottles, cans and small package goods steadily the Whitney Chain & Manufacturing Co. offers a new all welded platform conveyor chain. It is claimed to provide smooth, steady travel for all types of bottled and packaged goods regardless of the length and speed of the conveyor line. The roller chain construction involves no hinge joints operating under tension and contributes to absorption and cushioning of shock loads. Tapered head pins make chain assembly and disassembly easy. The top plates have a new style beveled edge for safer transfer of materials.

Soldering Stainless Steel

For soldering of stainless steel, monel, tinned steel, copper, brass and galvanized iron Farsol soldering paste is offered by the Farrelloy Co. A non-ionic chemical in it reduces surface tension on the metal to be soldered and also increases the fluidity of the solder, the company states, permitting tinning of 300 per cent greater area with the same amount of flux. The paste is said to have a long fibre base that will not break down under the heat of a torch allowing the free flow of solder in sweated joints. Dehydration during manufacture, it is added, prevents sputter or boiling when being used.

Processing Literature

How to Handle Adhesives for Transparent Films is the subject of a pocket sized booklet issued by National Adhesives. Characteristics of all principal types of transparent films including cellophane, pliofilm, polyethylene and cellulose acetate are described in chart form.

Safe Handling of Radioactive Isotopes is a handbook selling for 15 cents issued by the National Bureau of Standards and available from the Government Printing Office, Washington, 25, D.C. The increasing use of radioactive isotopes by industry makes the recommendations it contains timely.

A condensed summary of high vacuum processing equipment made by the F. J. Stokes Machine Co. is given in a 4-page folder which will be sent to anyone interested.

Uses, properties and chemical resistant properties of Tygon flexible plastic tubing are given in a 24-page booklet issued by the U.S. Stoneware Co. Almost any question that could be asked about this tubing is answered in this booklet, known as bulletin T-77, which may be had for the asking.

Personal protective equipment and industrial safety devices are covered in the 1950 issue of "Everything in Safety," a 46-page illustrated catalog, issued by the General Scientific Equipment Co. Copies will be sent on request.

How to Pack It is the subject of a 32-page catalog type booklet issued by the Hinde & Dauch Paper Co. which outlines the specific uses for 76 different types of corrugated boxes. Copies are available on request.

The New 1950 Latin American Guide of the American Foreign Credit Underwriters Corp. lists more tham 95,000 individual buyers and sales representatives, manufacturers, distributors, dealers, exporters and government entities in all Latin American countries. A market survey of each country with maps and other relevant data is included in it.

Technical assistance for underdeveloped countries through the Point 4 program and overseas is covered in the United Nations Scientific Conference on the Conservation and Utilization of Resources. While the report normally sells for 50 cents a copy may be had without charge by writing to R. S. Aries & Associates, 26 Court St., Brooklyn, 2, N.Y.

Dithizone as an analytical reagent is the subject of the latest organic chemical bulletin of the Eastman Kodak Co. The bulletin was written by C. W. Zuehlke of the research laboratories.

Data sheets describing the new synthetic waxes, fatty acid esters and products for the food industry offered by the Glyco Products Co., 26 Court St., Brooklyn, 2, N.Y. have been prepared to aid manufacturers. Three new catalogs describing all of the company's products giving chemical, physical and use data will also be sent on request to the company. The catalogs are: Esters by Glyco, Synthetic Waxes by Glyco and New Products for the Food Industry.

Modern electro optical instruments in industry such as the infrared spectrometer, the flame photometer, the continuous infrared analyzer and the Tiselius electrophoresis apparatus are treated in a new publication gotten out by Perkins—Elmer Corp. called Instrument News.

Cutting production costs with electronic controls is the title of a 62-page booklet gotten out by Photoswitch Inc. which contains 45 case studies.

Water refrigerators offered by the Oscar Fisher Co. Inc. are adequately described an illustrated in a leaflet that will be sent to anyone interested. The new refrigerators the makers state afford complete hermetic sealed equipment in all sizes for the first time. Each refrigerator will also supply hot water when needed. Cooling capacities, etc. are given in the leaflet.

Fluid pressure and load cells made by the Baldwin Locomotive Works, Testing Equipment Dept. are each adequately described in two leaflets available on request. The load cell is a compression unit only translating changes in weight into changes in electrical energy. The pressure cell is a pressure sensitive device in which variations of gas or liquid pressure produce corresponding variations in electrical output.

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Maleo-pimaric acid

Maleo-pimaric acid, a new naval stores product developed by the Dept. of Agriculture, has possibilities for use in the preparation of emulsifying agents, resins and plasticizers. The development has reached a stage where commercial testing is feasible and where samples for tests are available on request to prospective users. Maleo-pimaric acid is the adduct of maleic anhydride with the levo-pimaric acid of pine gum. It is a white, crystalline, tribasic product with an acid number in acetone solution of 420 and a molecular weight of 400. The pure product melts at 229 to 230 deg. C. It is soluble in acetone, ether, alcohol and aromatic solvents and is practically insoluble in aliphatic hydrocarbons. Samples may be had from the Naval Stores Research Div., Southern Regional Research Laboratory, Bureau of Agricultural and Industrial Chemistry, 2100 Robert E. Lee Blvd., New Orleans, 19, La.

Free Appraisal of Packaging

Makers of packaged products are offered a free evaluation of their present packaging by W. C. Ritchie & Co., 8801 Baltimore Ave., Chicago, Ill. an 84 year old paper box company which manufactures set up boxes, transparent containers, fibre cans, tubes, spools and folding cartons. J. H. Crones, president, in announcing the free service stated: "We find that progressive users of packaging are always desirous of making improvements and we are now making it possible for them to obtain without expense the authoritative opinion of a nationally known package designer, David Chapman, who will evaluate their packages on such essential factors as eye appeal, product requirements, material suitability, economy and merchandising considerations and other elements that enter into the development of a good package."

Spirit Duplicator

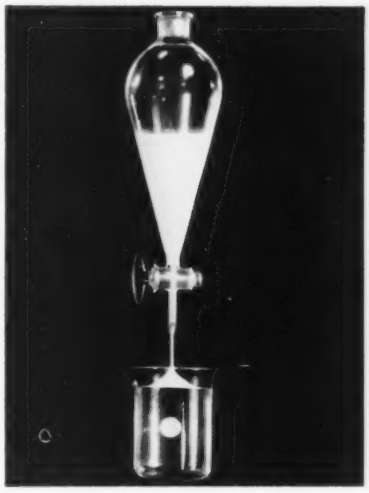
A new model spirit duplicator which is said to reproduce 300 clear copies of any typed, written or drawn material in sizes ranging from post card to 8½ x 14 in. and in one to four colors simultaneously, is offered by Empire Specialties Service. No plates, gelatine, ink, stencils or type are required it is stated.

New Amber Stock Containers

Duraglas Driline Rounds, a new amber stock line of glass containers which are claimed to afford positive protection against moisture and air for dry pharmaceuticals are a recent development of the Drug and Chemical Industries Div. of the Owens-Illinois Glass Co., Toledo, Ohio. They come in 14 sizes and only four different cap sizes are required for the entire assortment of containers. Since supplies of these containers are maintained by the manufacturer as a stock line packers of dry pharmaceuticals can dispense with huge stocks of empties maintained for future needs.

Dry Flow Starch

A new product, Dry-Flow, a finely divided powder of such silk like texture that it flows almost like water is announced by the National Starch Products Co. It is hydrophobic and hence is not wetted by water and cannot be gelatinized by heating in water and floats on the surface of water without clumping. Potential applications include its use in cosmetic powders.



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Idea for Direct Advertising

Savings in printing costs may be effected if the Downing Self Mailer is used in direct advertising according to Downing, Inc. The patented Downing self mailer combines a locked-in business reply envelope and pre-addressed order form or a return reply card.

New Odorants for Rubber

Commercial quantities of a new series of odorants for rubber and related products such as girdles,

Use this **Rule of Facts** *for measuring Advertising Values*

Send the Right Message to the Right People

Paid subscriptions and renewals, as defined by A.B.C. standards, indicate a reader audience that has responded to a publication's editorial appeal. With the interests of readers thus identified, it becomes possible to reach specialized groups effectively with specialized advertising appeals.

THERE is no substitute for FACTS. That goes for measuring advertising values or making laboratory tests of materials for your factory. When you buy advertising space in a publication you have a cash investment in every copy of the issue that carries your sales message. Obviously some of the people who receive the paper are better prospects for your goods and services than others. Thus the distribution of your advertising, via the publication, becomes a No. 1 factor in the success or failure of your investment. To appraise a publication's advertising value to your business therefore it is necessary to have all the facts about its circulation.

Factual information regarding the identity, quality and size of business paper audiences is available to advertisers in the reports issued by the Audit Bureau of Circulations. The Bureau, a cooperative association of 3300 advertisers, advertising agencies and publishers, has established standards for measuring circulations—maintains a staff of experienced circulation auditors to audit the circulations of publisher members—issues the information thus obtained in A.B.C. reports for space buyers to use in evaluating, comparing and selecting media.

The audited information in A.B.C. business paper reports includes the answers to these questions: **How much paid circulation? How much unpaid? What do subscribers pay? What is their occupation or kind of business? Were premiums used as circulation inducements? How many subscribers renewed? How many are in arrears? Where are the subscribers located?**

By using the audited information in A.B.C. reports in connection with market facts you can accurately judge media for its advertising value to your business. This business paper is a member of the Audit Bureau of Circulations. Ask for a copy of our A.B.C. report and then study it.

THE AMERICAN PERFUMER

dress shields, toys etc. are now available from E. I. duPont de-Nemours & Co. Introduction of the odorants marks the company's formal entrance into the industrial aromatics business.

Portable Ion-Exchange Unit

Water which is virtually free from ionized impurities may be produced quickly and at low cost by the new mixed-bed technique of ion exchange operated in a min-

Meter Shows Output Quality

iature exchange unit which weighs 5½ lbs. and requires only one third of a square foot of bench space according to the Crystal Research Laboratories Inc. The new apparatus called the Deeminizer is stated to yield up to five gallons of water per hour equal in chemical quality to triple distilled. It is fed with ordinary tap water. In operation a jar of water is up-ended in the top of the tube; the water passes through glass fiber filters which remove physical impurities then through the bed of resins which adsorb the ionized impurities.

Cleartype Maps for Business

Cleartype black and white maps of the United States in seven different classifications; sectional maps, state maps, and foreign maps in black and white and state maps, United States maps and world maps in colorprint are offered by the American Map Co.

Special Fabric Filter Cloth

For filtration service involving strong acids, common solvents, greases and acid solids Feon Orlon Fabric cloths are offered by Filtration Engineers, Inc. They are stated to be bacteria and chemical resistant, easy to clean, non-binding and long lasting. They are tailored to fit most types of filters.

Trade Literature

French craftsmanship in cosmetic articles and many other products is emphasized in a portfolio "Made in France" which is a reprint in color of an article in the January issue of Fortune Magazine.

Solubility, surface tension effects and stability data of three industrial surface active agents are given in a ten page bulletin issued by the Monsanto Chemical Co. It also contains formulations for insecticides, embalming fluid, etc.

Spectrophotometry is the subject of a booklet issued by the National Bureau of Standards giving reliable spectrophotometric data. The techniques and data resulting from the Bureau's extensive experience are presented so that users of spectrophotometers can better understand their instruments, calibrate and maintain them in the proper operating condition and guard against errors. Instruments and methods for use in the ultraviolet, visible and near infrared spectral regions are considered. A copy may be had from the Government Printing Office, Washington, 25, D.C.

Physical Properties of Synthetic Organic Chemicals, 1950 edition, has been issued in a 16-page booklet by the Carbide Carbon Chemicals Corp., 30 E. 42nd St., New York, 17, N. Y.

Problems in marketing of Louisiana sugarcanes are analyzed in a report issued by the Information branch, Production and Marketing Administration, U. S. Dept. of Agriculture, Washington, 25, D. C. which is available to anyone interested.

Divinylbenzene is described in a technical data bulletin just published by Dow Chemical Co., Midland, Mich. The product is a monomeric mixture of the three isomers of divinylbenzene and ethylvinylbenzene stabilized with an inhibitor. Suggested applications and procedures are described. The bulletin should be of value to those interested in the monomer's properties, inhibitors, antioxidants and handling precautions.

Chemonomics is the title of a new house organ issued by R. S. Aries & Associates. The firm endeavors to eliminate the lag between technological advances and the successful marketing of products. Among the features of the first issue is an article on new opportunities for industrialization in some Latin American countries and also offers a new thought on industrial profits which should be of interest to chemical executives. It is a newsy, informative and interesting publication and if succeeding issues are as well done it will soon find a place for itself as a welcome visitor to the chemical executives desk.

Synthesis of the Hydrazines by Rodwick L. Malan is the subject of a new organic chemical bulletin issued by the Eastman Kodak Co.

Specialties for Perfumery offered by Polak & Schwarz, 667 Washington St., New York 14, N.Y. 22 page catalog which is available on request.

The unusual properties of isopropenyl acetate are outlined in a bulletin published by the Tennessee Eastman Corp. Included among the characteristic reactions are phenol acetylation reaction with alcohol and amines, reaction with acids, halogenation and polymerization.

Developing and Selling New Products is the subject of a 75 page guidebook for manufacturers issued by the U.S. Dept. of Commerce and available from the Government Printing Office, Washington, 25, D.C. for 25 cents. It is geared to the manufacturer who wants to round out lines, find new lines, keep machinery in full time operation and provide continuous work for his employes.

Quick Facts About Pyrenones is a well prepared folder issued by U.S. Industrial Chemicals Inc., 60 E. 42nd St., New York, N.Y. which gives specifications, uses, typical formulations and labeling information in an easy to use form. Pyrenone is a registered trademark to designate combinations of piperonyl butoxide and pyrethrins. It has been found to be exceedingly useful as an insecticide free from toxic logical hazards, skin irritants and unpleasant odors.

Developing a Better Personnel Selection Program is an 8-page pamphlet to help executives reduce costly errors in the selection of executive, sales, office and plant personnel which will be sent on request by the Dartnell Corp.

Books for your office shelf-ready reference to profits

HERE'S a carefully selected group of books on the soap, cosmetic, and perfume industries. You'll find one or more that fit your specific needs. They'll serve you for immediate profits and long-term reference. Look them over well. See for yourself their rightful place on your own bookshelf.

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2. THE ESSENTIAL OILS, VOL. III. By *Ernest Guenther*, Ph.D. Just off the press. First of the monograph series, describing the oils of the plant families Rutaceae (with special emphasis on the very important citrus oils) and Labiatae. Discusses individual oils, their botanical and geographical origin, methods of cultivation. Techniques of distillation and yield of oil, their physicochemical properties, chemical composition, total production, and uses in industry. Author has integrated results of field work, laboratory, and literature. Work of hundreds of prominent scientists has been carefully screened and edited for your use in this outstanding series. Maison G. deNavarre says: "In no other work is the treatment of essential oil constituents so complete and up-to-date." You'll want this latest volume of this important series. 777 pages, illustrated and indexed. $10.00 postpaid.

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13. COSMETICS AND HOW TO MAKE THEM. By *Robert Busby*, 3rd edition, 1945. Simply written, practical guide for beauty specialists, hairdressers and others concerned with preparation of face powders, vanishing creams, nail polishes, rouges, lipsticks and other cosmetics. Easy-to-follow formulas and recipes. Illustrated. $3.00 postpaid.

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New Packaging and Promotions

New Cutex package

Flower pot package will be used to promote sales of Cutex prize Posy nail polish and lipstick. The package holds a bottle of nail polish, a lipstick, and a finger rest to use with the polish. The set will retail for $.79.

Peggy's Own, a new shade of nail lacquer and lipstick by Peggy Sage, New York, is packaged in a transparent cylindrical container having a rounded base and top of styrofoam plastic with the bottle and lipstick held between the two pieces of plastic.

Spring package for Roger and Gallet's Blue Carnation Eau de Cologne will be a flat lily-shaped flask with a blue plastic cap and a light blue box with an embossed blue carnation.

Roux Routine, consisting of Roux Creme Shampoo, Creme Rinse, and Creme Hair Dressing will be marketed by Roux Distributing Co., New York. Each of the three products comes in a special-mold glass bottle with a gray plastic cap and a gray and white label. The bottles are packed in boxes which repeat the bottle colors against a background of the same color as each product. The shampoo and rinse will each sell for $1 for eight ounces and the hair dressing will retail for 75¢ for four ounces.

Fragrance Forum is the title of a new monthly magazine for retailers published by Angelique & Co., Wilton, Conn. The magazine contains articles on sales psychology as well as information on Angelique's products.

Mother's Day promotional material for retailers is being distributed by the National Committee on the Observance of Mother's Day. Consisting of posters, display cards, streamers, pennants and reminder badges, the displays will probably be widely used by merchants.

Lanvin Travel-Size, by Lanvin Parfums, New York, is a new toilet water container. Holding 1 1/3 oz. it is a cylindrical gold metal bottle with a smooth black cap. The package will be marketed for six weeks beginning April 1. Filled with Lanvin's Arpege cologne, the bottle will sell for $2.00.

Atkinson Colognes, manufactured by Unilever Ltd., London, England, will be promoted for the Easter market by Manufacturers Marketing Co., Inc., distributors. The cologne comes in eight fragrances and sells from $2.50 to $12.00.

High Adventure, a half-hour dramatic show broadcast Sundays by National Broadcasting Co. has been bought by Shulton, Inc., New York. The show will be used to promote the company's Old Spice For Men after shave lotion.

Hopalong Cassidy Pure Castile Soap is the latest product of Daggett and Ramsdell Inc., Newark, N.J. The soap comes printed with illustrations of the cowboy character and his horse on each bar. A box of four cakes of the soap retails for 59¢ and includes color illustrations of "Hoppy" which can be cut out.

Double Peony, a new color nail lacquer and lipstick by the Chen Yu division of Richard Hudnut, New York, is packaged in a black, gold and red oval box which will retail for $1.50.

Crown Jewel Cologne Parfumee, by Prince Matchabelli, Inc., New York, is the firm's bid for the Easter and Mother's Day market. The new product comes in a four ounce crown-shaped bottle which is packed with an atomizer in a gold-colored acetate windowed box. The package will sell for $3.50 plus tax.

Creme Shampoo by the Toni Co., Chicago, is now packaged in a half pound family size. The new container holds twice as much as the largest unit previously in the Toni line. The large package retails for $1.50.

Easter package by Harriet Hubbard Ayer, New York, is a four ounce bottle of Golden Chance cologne in a box with a cut-out Easter rabbit. The special package retails for $1.50.

Ayer Easter Package

Nestle-LeMur Co., New York, will spend about $500,000 on national advertising during 1950 to promote its recently acquired Mavis, Djer-Kiss, and Pinaud lines as well as the firm's other products. Pinaud's promotion is a combination package of Lilac Vegetal and Eau de Quinine to sell for 97¢. Four mass circulation magazines will carry a Spring and early Summer weekly schedule of the company's advertising.

Hair is the barometer of the human machine according to an interesting pamphlet of 8 pages issued by Mme Germaine Urban manufacturer of Renucel cosmetics, 516 Fifth Ave., New York, N.Y.

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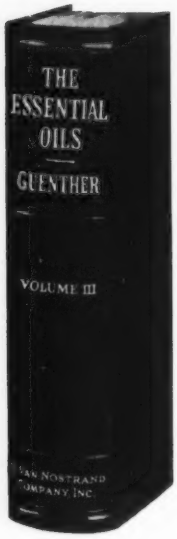

THE ESSENTIAL OILS

By ERNEST GUENTHER, Ph.D.

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Depending not only on his own experience of many years' work in essential oil-producing areas the world over, the author has integrated results of field work, laboratory, and literature. Dr. Guenther and his colleagues offer you this up-to-date, all inclusive work.

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WASHINGTON PANORAMA

by ARNOLD KRUCKMAN

THE Trade Practice Rules proposed for the toiletries industries are still frozen. It is not to be expected that anything will be done until the Federal Trade Commission rehears the various cases, concerning firms in the trade, in April. But the chief reason the Trade Practice Rules are still held in suspension is because the Commission as now constituted functions differently from the Commission that was in existence when the Trade Practice Rules were originally proposed and processed. Lowell B. Mason is now the Acting Chairman, and; as is well known, former Senator James Mead of New York and John Carson, who came from the South and who has lived most of his life in Washington, are the new members. The only other survivor of the old Commission is William A. Ayres. The fifth place is vacant due to the death of Ewin Davis last year. There are always clouds of rumors about appointments to vacant $10,000 a year jobs in Washington, but it seems reasonable to suppose that the President may place his very good friend Creekmore Fath of Texas in the job.

A Revitalized Commission

To understand what is happening in the Federal Trade Commission it is clarifying to get an impression of some of the background of what has happened in the past. Until recently the Commission was muscle-bound by inertia and controversies among the Commissioners. It is singular, but true, that the Commissioners regarded themselves chiefly as window dressing with easy jobs and good salaries. The legal staff of the Commission regarded them as a necessary evil but not important functionally. In the old days when the lawyers went to plead at hearings they really addressed themselves to the legal staff, who, they knew, eventually would make the rulings and write the decisions. This almost incredible situation was changed with the advent of Lowell Mason. He is the son of a former Senator from Illinois, a Republican, and a warm friend of President Truman. Mason quickly became noted in the Capital for writing his own opinions, and writing them with vitriol. He wrote his minority views with the direct terseness of a business man. He brushed aside legal verbosities, and wrote documents that will probably become classic. Until some months ago, he was distinctly a minority of one. Then the three places became vacant on the Commission, and Mason became acting chairman. This chairman business in the Commission is a rotating job. For this reason it comes to the Republicans as well as to the Democrats. The law requires that there always be two of the minority party on the Commission. No one knows who will be permanent Chairman when the new member is appointed. It is generally hoped, and expected, that Truman will appoint Mason. Mason himself is striving to make over the Commission after the pattern of the Supreme Court, with a permanent chairman. He wishes to abandon the rotation now practiced. It is this ambition which also has prompted him to introduce a new system of procedure whereby the various commissioners are assigned to specific hearings, and write the decisions in these cases.

Mason found that, despite their identification with the Fair Deal and the Left, his new associates were congenial socially and in the ambitions and plans he has for the Commission. From a minority of one, he now finds himself in the position of leading the majority. Former Senator Mead, who has a labor union training, is able to get to the human side of peoples' interest. He has made an excellent Commissioner and almost invariably sees eye-to-eye with the acting chairman. John Carson, a professed Fair Dealer, a sincere radical with a judicial temperament, seems to agree with Mason and goes along with his plans.

Sweeping Reforms Coming

Of course, sweeping reforms in the Commission itself appear to be in Mason's mind. The present muddle involves the bright young men of the legal staff and some of the economists. Sometime ago the Supreme Court ruled that the Basing Point System, practiced chiefly by the steel companies and the cement companies, destroyed competition. The ruling forced abandonment of the practice. It projected a new enformcement problem before the Federal Trade Commission. The process which crystallized the consequent steps, brought out a new concept of law among some of the staff of the Commission. The reason is rather startling and involves a development which the interested public, including lawyers, apparently does not understand. Two or three years ago Kre-

lenko, the Commissar of Justice in Russia, set up a new postulate of justice. Up to the Krelenko incident it had always been a principle of law that no penalties could be imposed upon any offender unless the offense could be proved by exact evidence. This principle in law is as old as law itself, at least in the Western world. Krelenko, however, brushed aside the old imperative of evidence and proof, and set up the postulate that proof and evidence is unessential if an offense is against the moral right of a person or a community. In other words, anything, or any act that is contrary to the States' concept of moral right may, without further process, be punished. Curiously enough, this new interpretation of justice fascinated many lawyers, particularly in the Federal Government, who themselves may be liberal but do not believe in Communism. And so it was with the many eager beavers of the law employed in the Federal Trade Commission.

The Basing Point controversy came into the picture this way: it was the general feeling in the Commission that it was a great waste of time and money for the Government, and for the citizens, which could be avoided if the two parties to the controversy might work out informally a solution. A solution, formally, in the workings of the FTC becomes an order. The steel lawyers, who were preparing for hearings before the Commission, asked Mason if he would meet with them informally to discuss the program for the hearings which were imminent. Mason has no fear of innovation, and readily agreed to meet them and took with him some of the leading members of the FTC's legal staff. Shortly after the discussion got started he told the steel lawyers he thought there must be some common ground for a meeting of minds which could produce an order to cover the existing situation without the necessity of hearings which would require the recording of fifty thousand, or seventy-five thousand pages of testimony, waste months of time, and bring busy people to Washington from all parts of the country. The steel lawyers agreed. Then Mason turned to his own lawyers and asked them if they did not agree a solution could be reached in this manner. They naturally could do nothing but agree. The lawyers worked for several months and finally produced an order which both sides found acceptable. It was certain the Commission would approve the order. Every one thought the controversy was at an end. But just about the time the order was to be made legally effective, the so-called "Krelenko Boys," both lewyers and economists, came out with protesting blasts. This, of course, derailed the proceedings, and the Commission ordered the hearings to proceed in due time. That is the situation today. No one knows whether the impasse will be solved by further action in the Commission, by further decisions through the Supreme Court, or by action in Congress. And, obviously, the "Krelenko Boys" are making this the battle ground in the effort to regain their old place of dominant importance.

FDA Reorganization

Commissioner Paul B. Dunbar, Food and Drug Administration, in his annual report says, "To the credit of the American cosmetics, food, and drug industries as a whole, consumers had better supplies of these commodities available in 1949 than in any previous year." He also reports that the Commission has effected a major reorganization of regulatory operations which opened a new chapter in its enforcement activities. It abolished the geographical, three-district supervision which had been in effect since 1914, gave greater responsibility to field units, and established functional direction from Washington through three new administrative divisions. The former field units became districts reporting directly to Washington. The duties of the new divisions are indicated by their name, Program Research, Field Operation and Regulatory Management, which absorbs the division of litigation. The Program Research Division devises plans for uniform regulatory coverage of the cosmetic, food, and drug field. The Field Operations Division puts the project plan, made by the Program Research Division into effect through the field districts, and the staff units in Washington. The Regulatory Management Division gathers the evidence needed to present in court when there are contests. The products coming under the jurisdiction of the Food and Drug Administration are manufactured, shipped and stored by more than 77,000 cosmetic, food, and drug firms doing interstate business. The Administration, under several names, has been on the job over forty-two years. In 1949 it was allotted total funds which amounted to 33 1/3¢ per consumer. It had 950 enforcement people and 150 engaged in certification services. Commissioner Dunbar points out that a supply of non-permitted color on the shelf of a cosmetic plant makes suspect the entire line of toiletries it prepares. He stresses, however, that the great majority of firms have adopted the rules of the Administration and are willing and competent to follow them. He praises the industries for their own activities in helping him to improve practices within their own ranks. He says ordinarily the inspector sent out is welcomed by the industries, and his constructive comments are accepted in a friendly fashion, and there is no need for regulatory action. The inspectors are stationed at the headquarters of the sixteen districts throughout the country, or at one of the forty-one subdistricts, or field inspection stations. The districts are the operating units of the Administration. Each district has a staff of chemists and microanalysts who operate in fully equipped laboratories. The entire field staff is trained to work interchangeably on cosmetics, drugs and foods—the techniques followed are the same.

Seizure of Deodorants

Among importations which were detained at several ports of entry the Commissioner mentions one foreign device, a bust developer, which was claimed to enlarge, reduce, reshape or maintain perfect any female bust simply by the application of cold running water through devices fitted over the breast. He reports that complaints were received from 30 users who had been injured by a deodorant. Samples were examined and revealed that it was irritating to laboratory animals. There were three seizures and the firm promptly recalled all lots distributed during April, May and June 1948, when the formula was in use. Another seizure was a cream containing an uncertified dye that could have been certified for general cosmetic use but not for use around the eyes, as recommended on the label. Another was a nail base coat containing a deleterious ingredient. There were five other seizures on

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U.S.I. CHEMICAL NEWS

March ★ A Monthly Series for Chemists and Executives of the Solvents and Chemical Consuming Industries ★ 1950

Canned Foods Improved By Use of Antibiotics

Lower canning costs and tastier canned foods may result from recent work on a new method using antibiotics in food preservation, according to a group of research scientists. In their tests, canned vegetables were sterilized by the addition of very small amounts of an antibiotic and then mild heat treatment of the sealed cans. The new procedure is said to have been as effective in destroying bacteria and other food-spoiling organisms as ordinary canning methods, which require more severe cooking.

Process Still Experimental

The process is still experimental, the scientists point out, and whether the antibiotics as used are toxic to man can only be determined after long and careful investigation. Tests made to date with the antibiotic "subtilin" are reported to indicate it has no ill effects on animal life. Compared with ordinary canning, the new method permits sterilizing the cans with heat faster, at lower temperatures, and without expensive pressure-cooking equipment. The antibiotics used reportedly do not affect the food's taste, and since only a mild heat treatment is needed the final products are described as having a better flavor than vegetables canned by conventional methods.

New Drug May Help Reduce Heart Fatality Rate

A new drug, claimed to be the best medicine yet developed for preventing blood clots which kill 200,000 Americans each year, may cut down heart attacks and save over 70,000 lives a year, according to a noted medical researcher. Tests indicate that the drug, "Tromexan," is better than any of the drugs now used against coronary thrombosis.

Tromexan goes to work within 24 hours and practically stops thinning the blood 24 hours later. This is an advantage, explained the researcher, since in some cases, for example in patients who also suffer from ulcers, blood cannot be thinned for too long without risking hemorrhages. Dicumarol, the leading weapon now in use against blood clotting, has the disadvantage of not going to work for two to four days and of continuing to thin the blood for four to five days or more. Heparin, which has also been used for blood thinning, is expensive to produce.

Bonds Aluminum to Steel To Prevent Corrosion

Bonding of aluminum to steel by a newly patented process is expected to find wide usage for protecting steel against corrosion. In the new method two strips of aluminum foil are applied to the top and bottom of steel sheet. A fine iron coating is first applied to the steel by an electrolytic process to provide a permanent bond between the two metallic surfaces. Older methods involving dipping steel in molten aluminum failed to produce a satisfactory bond. After the aluminum foil has been bonded to the steel by high-pressure rolling, the aluminum-covered steel can then be further rolled, it is reported, to reduce its thickness as desired.

U.S.I. Acquires Foreign Rights To 'Synthetic Pyrethrum' Patents

Issuance of Foreign Patents Will Permit U.S.I. to License Manufacturers Abroad to Produce New Pyrethrin-Like Chemicals

The acquisition by U. S. Industrial Chemicals, Inc., of important foreign rights under pending United States patents covering the synthesis and manufacture of pyrethrin-like chemicals was announced recently by Wm. P. Marsh, Jr., president.

Corresponding applications have been filed in all major foreign countries, including the United Kingdom, France, Australia, India, Brazil, Sweden, Pakistan, South Africa and many others, Mr. Marsh said.

In March of last year the insecticide world was electrified by the announcement of the U. S. Department of Agriculture that Milton S. Schechter and F. B. LaForge had successfully synthesized a group of chemicals closely corresponding to one of the important constituents of natural pyrethrum, and possessing many of the unique advantages of the natural product.

HE LOOKS TOUGH — and he is! The horse fly is one of the hardest to kill of the insects that attack dairy cattle. But dairy farmers can now control this and many other insects with *U.S.I. Pyrenones—safe, effective insecticide ingredients containing pyrethrins and piperonyl butoxide.

* Reg. U.S. Pat. Off.

U. S. patents covering the invention were filed by the Department of Agriculture and

MORE

New Chart, Booklet On Transparent Films

A newly compiled chart, reported to present for the first time in easy-reference form the comparative characteristics of commonly-used transparent films, is being offered to film users by a well known adhesives manufacturer. Films in general use have been set up in the chart in 14 groups, it is stated, according to basic chemical composition. In addition to identification by their physical or chemical reactions and by their manufacturers, the films are further described as to their respective trade names, their gauge or thickness, commercial types according to the manufacturer's code description as well as their characteristics in actual use. More than 38 different trade names of transparent films are listed; names and addresses of the manufacturers of these products are also given. Supplementing the chart is a pocket-size booklet on how to handle adhesives for transparent films. This booklet discusses further details about general types of adhesive formulations for bonding transparent films, proper handling methods, and some of the problems encountered in obtaining good adhesion.

Natural Rubber Improves Durability of Leather

By impregnating leather with natural rubber scientists report they have been able to increase abrasion- and water-resistance so that sub-standard leather, such as "belly-cuts" from steer hides, may be used commercially. Preliminary service testing of rubber-treated soles indicates a definite improvement in wear over untreated leather soles. Investigations are now under way on the use of synthetic rubber and other materials for leather treating.

New Synthetic Mica Superior to Natural

Synthetic mica said to have essentially the same properties as natural mica but to be superior to it in ability to withstand high temperature has reportedly been produced. The new synthetic product is made from quartz, agnesite, bauxite, and a fluorosilicate which acts as a crystallizing agent and imparts to the material its superior heat resistance.

New High-Vacuum Drier

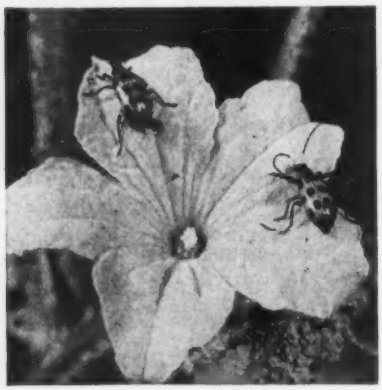
A new, continuous, high-vacuum belt drier, said to be economical for drying such materials as penicillin, amino acids, milk, and coffee, has been developed. Used to produce a soluble "instant" coffee the new drier has yielded material that is of low density, porous and instantly soluble.

Advantages claimed for the new unit are that the drier area is always producing and that it has a relatively high capacity. Heat input can be controlled, it is reported, along the belt to maintain a temperature gradient, which is important in attaining maximum production. One man can operate a large unit, so labor cost is low. Controlling concentration of solution to be dried and amount sprayed on a unit area of belt is said to make possible the production of almost any desired density of material.

CONTINUED 'Synthetic Pyrethrum'

it was announced that these patents would be held in the public interest for unrestricted use in this country. The prosecution of foreign patents, however, was waived to the inventors as individuals, subject only to certain rights reserved by the federal government, and U. S. Industrial Chemicals acquired these foreign rights from Mr. Schechter and Dr. LaForge for an undisclosed sum.

The chemicals are destined for use in insecticides, which long have effectively utilized natural pyrethrins, obtained from the pyrethrum flower. Pyrethrum, while recognized as a uniquely valuable insecticide, has always been limited in supply and inherently expensive to raise, and the problem of synthesizing the material had defied chemists until 1949.



Spotted cucumber beetles on the blossom of a cucumber plant. These and a wide variety of other truck crop insects are controlled by dusts and sprays based on U.S.I.'s CPR — an insecticide concentrate containing pyrethrins, piperonyl cyclonene, and rotenone.

Issuance of the foreign patents will enable U.S.I. to license qualified manufacturers abroad to produce these chemicals according to manufacturing specifications provided by the corporation. It was pointed out that foreign production of the chemicals will necessarily depend on development of adequate markets and the availability of raw materials.

In this country developments have been rapid and U. S. Industrial Chemicals, one of several concerns carrying on work on the synthesis, recently announced the imminent availability of one of the Schechter-LaForge group of chemicals which almost exactly duplicates Cinerin I, one of the active principles of pyrethrum. Its availability supplements the present limited supplies of natural pyrethrum, and facilitates the current rapid expansion in the use of pyrethrum-type insecticides, although the synthetic compound cannot be regarded as a substitute for natural pyrethrum for many uses. Most of the natural pyrethrum is now imported from Africa.

The company now uses a large proportion of the world's supply of pyrethrum in combination with piperonyl butoxide and piperonyl cyclonene and other chemicals in the production of insecticide materials that have been demonstrated to be highly effective as well as free from any toxicological hazards.

New Guide for Preparing Warning Labels Is Offered

A revised edition of the manual, "Warning Labels," originally published in 1945, is available now from a noted chemical association. Arranged in convenient 6"x9" size, loose leaf, the 86-page manual is intended as a guide for the preparation of warning labels for hazardous chemicals. It is divided into three parts: general principles involved in the design and preparation of warning labels for hazardous chemicals; 180 illustrative warning labels for industrial chemicals; 58 illustrative warning labels for economic poisons. The book has a table outlining statements of hazard, precautionary measures and instructions in case of contact or exposure, based on class of hazard encountered.

Analyze 'APC' Without Separating Components

A new method involving infra-red analysis is claimed to make possible simultaneous determination of aspirin, phenacetin, and caffeine without separation of the components. The procedure is accurate to within a range of ±2% and can be completed in about four hours, according to the scientists who developed it.

TECHNICAL DEVELOPMENTS

Further information regarding the manufacturers of these items may be obtained by writing U.S.I.

A new "water-hating" (hydrophobic) starch product, claimed to have broad commercial possibilities for use as a flatting agent in lacquers, detackifying agent for rubber articles, lubricating agent, etc., is a finely divided powder so free-flowing that it behaves in many ways like a liquid. **(No. 549)**

A wall-covering material with a fabric pattern that looks like a textured surface but is actually hard and smooth to the touch has been developed, it is reported. Application is by adhesives or mechanical fastenings and it can be worked with ordinary tools, the makers assert. **(No. 550)**

A new, improved crack-sealer for factory, home, and farm use in sealing windows, baseboards, holes, etc. against cold, dust, dirt, and insects, is applied simply by pressing into place by hand, according to the manufacturers. It can be applied, removed for window cleaning, and re-applied again and again, it is claimed. **(No. 551)**

A new "anti-itch" drug reportedly offers relief from severe itching. **(No. 552)**

A new-type extension spray gun for industrial maintenance painting, capable of reaching to second-story levels, is claimed to be light in weight and to accommodate any sprayable fluid from light paints to heavy asphaltic compounds. **(No. 553)**

A low-pressure aerosol for applying aluminum paint, suitable for spraying radiators, pipes, furnaces, and other metal, wood, or stone surfaces is on the market. One can covers 75-100 sq. ft., depending upon the surface, the makers claim. **(No. 554)**

A new agricultural fungicide, described as exceptionally effective against a wide variety of fungus diseases attacking fruits, vegetable crops, and certain plants, is reported available as a white odorless, tasteless powder. **(No. 555)**

A microscope the size of a fountain pen, said to have relatively high-power magnification—up to 60 power—is described as being a precision-built instrument that is light in weight, ruggedly constructed, and self-illuminating. **(No. 556)**

A dual purpose lacquer for use on both cellulose acetate and cellulose acetatebutyrate plastics is reported to be available in a clear finish or in colors, and to air dry in a few minutes. **(No. 557)**

A new-type "metallic-finish" upholstery material is described as resistant to aging, weathering, and sun exposure. **(No. 558)**

PRODUCTS OF U.S.I.

ALCOHOLS
Amyl Alcohol (Isoamyl Alcohol)
Butanol (Normal-Butyl Alcohol)
Fusel Oil—Refined
Propanol (Normal-Propyl Alcohol)
Ethanol (Ethyl Alcohol)
Specially Denatured—all regular and anhydrous formulas
Completely Denatured—all regular and anhydrous formulas
Pure—190 proof U.S.P., Absolute—200 Proof
Solox*—proprietary solvent—regular and anhydrous
ANTI-FREEZES
Super Pyro* Anti-Freeze
U.S.I. Permanent Anti-Freeze
ANSOLS
Ansol* M
Ansol* PR
ACETIC ESTERS
Amyl Acetate—Commercial and High Test
Butyl Acetate
Ethyl Acetate—all grades
Normal-Propyl Acetate
OXALIC ESTERS
Dibutyl Oxalate
Diethyl Oxalate
PHTHALIC ESTERS
Diamyl Phthalate
Dibutyl Phthalate
Diethyl Phthalate
Diisooctyl Phthalate
OTHER ESTERS
Diatol*
Diethyl Carbonate
Ethyl Chloroformate
INTERMEDIATES
Acetoacetanilide
Acetoacet-ortho-chloroanilide
Acetoacet-ortho-toluidide
Acetoacet-para-chloroanilide
Ethyl Acetoacetate
Ethyl Benzoylacetate
Ethyl Sodium Oxalacetate
ETHERS
Ethyl Ether, U.S.P.
Ethyl Ether, Absolute—A.C.S.
ACETONE — A.C.S.
FEED PRODUCTS
Choline Concentrates
Curbay B-G*
DL-Methionine
Riboflavin Concentrates
Special Liquid Curbay*
U.S.I. Animal Protein Factor Supplement
Vacatone* 40
RESINS (Synthetic and Natural)
Arochem*—modified types
Arofene*—pure phenolics
Aroflat—for special flat finishes
Aroplaz*—alkyds and allied materials
Congo Gums—raw, fused & esterified
Ester Gums—all types
Natural Resins—all standard grades
INSECTICIDE MATERIALS
CPR Concentrates: Liquid & Dust
Piperonyl Butoxide
Piperonyl Cyclonene
Pyrenone* Concentrates: Liquid & Dust
Pyrethrum Products: Liquid & Dust
Rotenone Products: Liquid & Dust
INSECTIFUGE MATERIALS
Indalone*
Triple-Mix Repellents
OTHER PRODUCTS
Collodions
Ethylene
Nitrocellulose Solutions
PiB*—Liquid Insulation
Urethan, U.S.P.
Special Chemicals and Solvents

*Reg. U.S. Pat. Off.

U.S.I. INDUSTRIAL CHEMICALS, INC.

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economic charges, egg shampoo short in eggs and olive oil hair dressings consisting principally of mineral oil. One of the criminal cases involved the use of non-permitted coal tar color in an oil used for straightening hair. Among the imported shipments detained at the ports of entry were lipsticks colored with a non-permitted coal tar color, and hair dye containing paraphenylenediamine. It was detained because the labeling failed to warn against its use for dying eyelashes and eyebrows. One of the colors seized was an uncertifiable dye which was being used in bakery products.

H.R.160 Amendment

The Commissioner points out that H.R.160 which amends the food, drug and cosmetics acts provides for charging the importer the costs incurred by the Administration in supervising the relabeling, or other operations on imported articles. H.R.562 would amend Section 801 (d) to require, in general, that cosmetics and foods, drugs and devices, intended for export meet the same requirements as those imposed by the law for domestic articles. The present law exempts any article, intended for export, from these requirements, if it meets the requirement of the foreign purchaser, and is not in conflict with the laws of the country to which it is destined.

Book Reviews

TECHNIQUE OF BEAUTY PRODUCTS. A translation from the French by S. Crystal of the original French edition of 1946 compiled by R. M. Gattefosse and Dr. H. Jonquieres, including two new chapters by M. E. Mahler. Cloth covers, 9x6 in., 178 pages. Leonard Hill Ltd. London, 1949. Price $3.

Cosmetology, or the science of cosmetics, the authors point out, has abandoned the empirical way followed from time immemorial. Today we are sufficiently acquainted with the nature of the epidermal tissues and with their possible reactions to external agents to be able to indicate the proper way to treat them so as to achieve the bloom of youth. It is not solely a question of masking a blemish or of make-up giving the illusion of reality; it is the achievement of a methodical, careful hygiene which restores the health and suppleness of the skin and through these its physiological equlibrium. The work is not a formulary; the recipes it gives are for the purpose of illustrating theories. It is concerned with the ameliorative products and the products to be used in treatments in beauty institutes.

Two new chapters, one on Microscopic Study of Cosmetics by M. E. Mahler and the other Measurement of the Hardness of Cosmetic Products are added. The book is divided into five parts: Part 1, Aesthetic Physiology: Hygiene—dealing with types of skin, Morphology, pH of the skin, reactions of the skin to external agents etc; Part 2, Beauty Products—dealing with solutions, emulsions, dispersions, suspensions and solid products; Part 3, Raw Materials; Part 4, Manufacture—covering processes for numerous cosmetics; Part 5, Aesthetic Dermatology—covering vitamin therapy, opotherapy, hormone therapy, aromatherapy, physico chemical properties of aromatics and sulphotherapy.

BEAUTY AFTER FORTY. Edyth Thornton McLeod. Cloth covers, 8x11 in., 144 pages, 90 illustrations. Prentice Hall Co. 1949. Price $3.95.

As the founder of the Elizabeth Arden training school, as a writer of numerous books on beauty and as a lecturer on beauty throughout the country the author is well qualified from keen observation and experience to tell the woman over forty how to find greater enjoyment in living. Three weeks after the first edition of this book appeared it was sold out.

There are 20 chapters in this charmingly written book. It begins with physiological aspects and then the author brushes aside all of the old fashioned notions and tells the reader how the after-forty woman can and should make the most of her attributes. Detailed advice on make-up, hair and skin care, figure molding, proper exercise and diet and smart dressing is given. Graphic illustrations and easy to read charts assist the reader in following directions.

THE SUPERVISOR'S MANAGEMENT GUIDE. Edited by M. Joseph Dooher and Vivienne Marquis. Imitation leather covers, spiral binding, 190 pages. American Management Association. 1949 Price $3.50.

This human relations guide for all who supervise others contains eight sections and 20 chapters prepared by 17 operating executives and specialists. It helps executives to apply new developments in management methods for improving human relations in business. It presents case histories and discussions of successful supervisory programs and techniques developed by companies in all types of industry. As such it is a useful desk manual.

The eight sections are: Constructive Work Relations, Morale—the Keystone of Sound Employee Relations, the Qualities of Leadership, Developing Skill in Communication, Gettin Results from Conference Training, How Do You Rate as a Supervisor?, Management Policy and Goals, and A Human Relations Reading List.

HANDBOOK OF PATENTS. Harry Aubrey Toulmin Jr., J. DM, Litt D., L L. D. Cloth covers, 6x9 in. 800 pages, D. Van Nostrand Co. 1949. Price $9.

A clear, concise over-all view of the patent law, dealing with its essentials and professionally accurate yet simple enough to make it a practical book of reference for laymen is afforded by this work. Lawyers too will find the work useful as a guide to leading cases.

The book, written by an outstanding authority on the subject will enable the layman to know what to do with his patent property. Unless he does it may be too late for a lawyer to help him; for often before he gets to a lawyer he may have inadvertently committed himself to a course of action that may be disastrous. In order to make it easier for the layman to use this handbook an introductory statement is given at the beginning of each major chapter. Each chapter is a guide to the steps that must be taken from investigating the novelty of an idea through preparing a patent application, prosecuting it to an issued patent and then protecting it by litigation in the courts. Chapters are included on foreign patents and the treaties and conventions dealing with patents to which the United States is a party.

There are 19 chapteres followed by appendices covering patent laws, rules of practice in the U. S. Patent Office, appeals to the U. S. Court of Customs and Patent Appeals, an index of rules and of forms, a general index and Questions and Answers.

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THE ROUND TABLE –

Consideration of Other Taxes May Delay Cut in Cosmetic Tax

Testimony will be taken by the Ways and Means Committee of the House of Representatives to determine the effects of all excise taxes that were imposed by the revenue acts of 1941, 1942, and 1943. These go beyond the cosmetic and other excises taxes listed by the president, and include imposts on automobiles, electric bulbs, amusements etc. Trade associations in each industry affected will argue that they are as much entitled to relief as the cosmetic and other industries.

Revlon Plans Big Expansion Program Abroad

With the belief that international stabilization will be a fact Revlon Products Co., New York, N.Y. will spend $2,000,000 in plant expansion abroad during the next three years, according to Charles Revson. When present plans are completed distribution of Revlon nail lacquer products will be world wide through plants operating in all five hemispheres. At present the company operates plants in most of the western hemisphere and in 11 countries of the Near and Middle East. It also has 14 subsidiary organizations in 14 European countries, Iceland and Malta. It opened a plant in Rio de Janiero recently and its new British plant will be in operation next month. It is increasing its manufacturing facilities in Paris and Buenos Aires.

Luckman May Have to Testify at Congressional Hearings

Despite the fact that he is no longer connected with the Lever Bros. Co., Charles Luckman, former president of the company, may have to testify before the House Judiciary Subcommittee investigating monopoly power. Chairman Emanuel Celler wants to ask such questions about the parent organizations as: Who determines policy? Where does the money go? Is Lever Bros. Co. run in the best interest of the U.S.?

Fair Traded Products Usually Cost Less says Meremy

Maurice Mermey, director of the Bureau of Education on Fair Trade, told the Connecticut Pharmaceutical Association that a price survey of 18 of the country's best-known nationally advertised brands of drug products reveals that the American consumer pays slightly less for 12 of these products in states with fair trade laws than in states without such laws, and slightly more for only six of the products.

A companion survey, Mr. Mermey said, disclosed that drug stores in the 45 fair trade states in the aggregate had a lower operating cost than those in the non-fair trade areas, which include Missouri, Texas, Vermont and the District of Columbia.

Society of Cosmetic Chemists to Meet in New York May 19

The Spring Meeting of the Society of Cosmetic Chemists will be held in New York on Friday, May 19, at the Savoy Plaza Hotel.

This will be the regular semi-annual meeting at which technical papers will be read and discussed. The papers usually presented at these meetings cover subjects of particular interest to chemists in the cosmetic industry.

Communications concerning technical papers should be addressed to the Chairman of the Program Committee, Dr. Kenneth Russell, Colgate-Palmolive-Peet Co. 105 Hudson St., Jersey City 2, N.J.

Donald Bryant Urges Repeal of Cosmetic Excise Tax

An eloquent appeal for excise tax repeal to the Ways and Means Committee of the House was made by Donald L. Bryant on behalf of the T.G.A. early this month. Jacob Reck of the National Beauty and Barber Manufacturers Assn. John J. Gibson, Johnson & Johnson, and Isadore Gottlieb of the Philadelphia Beauty Supply Distributors Assn. joined with Mr. Bryant in making the same appeal.

Fair for Merchandise 5¢ to $5 in New York March 11-17

The second annual merchandise fair of the National Assn. of Variety Stores at the New Yorker Hotel, New York, N.Y March 11-17 inaugurated a new selling event. Open house was held Sunday March 12 to enable merchants who found it difficult to attend during the six week days, to see the exhibits.

Variety Store Volume for 1950 Regarded as Stabilized

Following four days of buying traffic at the recent 5¢ to $5 variety store merchandise fair in the LaSalle Hotel, Chicago, the National Assn. of Variety Stores and the exhibitors came to the conclusion that the total volume for 1950 of variety stores will be stabilized near the 1949 figures. Buyer traffic compared favorably with 1949 but a greater number of orders were placed.

Beeswax and Pepper in Short Supply Says Secretary Brannan

Beeswax, white and black pepper are in short supply in the United States according to Secretary C. F. Brannan of the Dept. of Agriculture.

Scottish Firm Introduces Perfumed Comb

The Aberdeen Combworks Co. Ltd., has introduced a new type of comb which perfumes the hair while in use. Invented by the firm's own staff the comb can be used either to oil or perfume the hair and is regarded as a potential dollar earner. Already a substantial order has been booked for Canada and other markets are being opened up. The top of the comb is hollowed out, where the teeth are wide apart and an absorbent pad placed in the cavity. Holes are cut between each tooth, permitting the hair to come into contact with the saturated pad. The user selects her own perfume or other lotion and can control the degree of moisture by controlling the impregnation of the pad.

This new product would have been marketed over six months ago but for the fact that the Government attempted to place a 100 per cent tax on the item. After arbitration the comb was introduced at 33⅓ per cent tax. Demand has already proved exceptionally good.

Production of combs has been hampered over the past year in this plant, as elsewhere in Britain, by the fact that import licenses are being seriously restricted throughout the world. Trade with the U.S.A. has been expanding since devaluation and Empire trade is strong. But many foreign countries are refusing licenses and this is still further aggravated by the fact that the British Government has allowed free import of foreign combs to a certain limit. This places the British industry at a definite disadvantage since there was an understanding that reciprocal arrangements would apply. In practice this has not been so and acute competition has developed in the British market.

Swimmers' Hair Lacquer Developed in Scotland

Latest beauty treatment developed in Scotland—where it has practice—is the use of lacquers to set a swimmer's hair. Bathing beauties can now be processed to withstand a days swimming so that, at the end of the day, their hair is as smart as at the beginning.

Mr. E. H. Chrystall of Glasgow, tried out the lacquer in Scotland last week, when he heavily lacquered four dressed heads at a swimming gala at Coatbridge. Waterproofing effect was successful, and, according to Mr. Chrystall, this is the first time it has been tried out in Britain.

He is now experimenting with a waterproof make-up for swimmers.

BIMS Golf Tournaments Announced

Peter L. Forsman of BIMS recently announced the schedule of members' golf tournaments. The first match will take place at the Ridgewood Country Club on June 20, the second at Wheatley Hills Golf Club on July 18 and the third tournament will be held at Winged Foot Golf Club on August 22.

Chemical Firm to Produce Synthetic Pyrethrum

Acquisition of foreign rights for the synthesis and manufacture of pyrethrin-like chemicals was announced recently by U.S. Industrial Chemicals, Inc., New York. U. S. patents of the process are held by the Department of Agriculture for unrestricted use by manufacturers. The foreign rights were purchased from the inventors, Milton S. Schechter and F. B. LaForge and patent applications were filed in all major foreign countries.

Health Information Foundation Organized by Allied Trades

For the purpose of collecting and disseminating factual information for the public on available and potential facilities for the improvement and better distribution of health services, the pharmaceutical, drug and allied industries have organized the Health Information Foundation with offices at 420 Lexington Ave. New York, N.Y.

John G. Searle, Chicago, is chairman and W. H. Blandy is president. James Hill Jr. of the Sterling Drug Co. is a vice president; Dr. Frederick J. Cullen of the Proprietary Assn. is secretary; and S. B. Penick is treasurer. Among the directors are W L. Dempsey of Sharp & Dohme, How ard B. Fonda of Burroughs, Wellcome Inc., George F. Smith of Johnson & Johnson, Faus F. Solon of Owens-Illinois Glass Co. and Robert L. Swain of Topics Publishing Co. Findings of the Foundation will be distributed to the public by every available medium.

Taxes and Lack of Customers Squeeze British Perfumers

British perfumery manufacturers are beginning to find their market dying as the volume of ready money declines and consumers become more and more discriminating. There has also been a large-scale resumption of production by all the best known manufacturers in each field with a consequent elimination of many of the war-time mushroom firms.

These latter are finding it extremely hard to maintain continuity under existing circumstances and have undoubtedly suffered severe losses of sales to the prewar leaders. Even the better known firms are now finding that perfumery and cosmetics are relative luxuries. Sales have dropped in many cases by 20 and 30 per cent, and, in the case of the lesser known brands have completely disappeared.

Heavy tax on perfumes is another factor which is influencing the situation, to a point where manufacturers have been forced to turn to the production of perfumed disinfectants, (which are free of Purchase Tax) in order to remain in business. The export market has also declined very considerably and manufacturers who were doing a large scale trade in 1945/6 in the first boom of revived trading, are now in many cases doing little. Bans and import restrictions apply extensively, of course, to complicate this position.

Taken all over, the perfumery and cosmetic trade in Britain has probably returned to a more healthy basis. Even so, the situation has been far from easy and a great deal of hard work appears to be necessary now to rebuild to previous levels.

Eric Eichwald Elected Treasurer of Arrow Laboratories

Following the death of Julius Meyer, treasurer of Arrow Laboratories, New York, N.Y. Eric Eichwald has been elected to that position. Mrs. Loretta Eichwald was elected secretary. Ralph Bernstein continues as president.

Perfumery Raw Materials Assn. Organized in India

The Perfumery Raw Materials Assn. has been organized in India with offices at 32 Princess St., Bombay. The membership consists of 38 firms.

Pattern Baldness Creeps up on Men After 30 Years

There is absolutely nothing that can be done to protect a man from the general patterned baldness, beginning at the temples and the crown of the head, which is characteristic of most men over 30 years old. This was the final conclusion of a group of 200 of the nations leading scientific specialists after a two-day discussion of the growth, loss and replacement of hair which was conducted by the New York Academy of Sciences February 10 and 11.

After thirty-six papers on the subject had been read and thoroughly discussed, the basic question was put by the session chairman, Dr. Marion Sulzberger of the New York University Post Graduate Medical School. He said:

"Do any chemical or physical agents have any effect whatsoever in promoting the growth of hair on the head of a man who is losing his hair according to the well-known pattern of baldness?

"The answer must be no. Absolutely not. Impossible."

Dr. James B. Hamilton of the Long Island College of Medicine in Brooklyn, chairman of the conference, summed up the discussion by saying that baldness in a male appeared to result from three principal factors: his genetic inheritance, his age and the presence of a plentiful supply of male hormones.

"Medical science can do nothing to treat the first two conditions," Dr. Sulzberger declared, "and it is undesirable to do anything about the third."

Others at the conference had pointed out that eunuchs have plenty of hair and virtually never go bald.

The meeting, which attracted many specialists in various fields of scientific research, was called to consider the growth of hair as a part of the over-all growth pattern of the mammals, including man.

Dr. B. L. Baker of the University of Michigan School of Medicine in Ann Arbor reported that the adrenal cortical steroids, including cortisone, caused an overgrowth of hair in man. When the same substances are injected in rats, however, rat hair growth is inhibited.

Dr. Sidney Rothman of the University of Chicago declared that a man started to go bald at birth. The pattern of loss of the hair growth before birth is identical with the loss pattern at an older age. The infant develops a full head of adult-like hair. At puberty boys begin to lose their hair at the temples and a life-long, presently irreversible process is on.

Colors Discussed at March Meeting of Chicago S.C.C.

Recent developments in cosmetic colors were discussed by Samuel Zuckerman at the March 14 meeting of the Chicago chapter of the Society of Cosmetic Chemists.

Danco Heads Red Cross Drive

Gerard J. Danco, president of Gerard J. Danco, Inc., New York, has been appointed chairman of the Essential Oils and Flavors Division of the 1950 Fund Campaign for the American Red Cross.

Purchasing Agents Report No Drop in Buying

Capital goods purchases in 1950 will be the same as 1949 or higher according to a survey among purchasing agents completed by the magazine *Purchasing*. One fifth of the purchasing agents reported that a reduction in corporation or excise taxes would increase capital goods purchases by their companies.

Over 2000 at the DCAT annual Banquet in New York March 9

Over 2000 members and guests of the Drug, Chemical and Allied Trades Section of the New York Board of Trade gathered at the annual banquet in the Waldorf Astoria March 9. Valuable contacts were established as the membership is a cross section covering 16 categories of the allied industries.

American Society of Perfumers Hears Lecture by Dr. McDonough

Dr. Everett McDonough was the guest speaker at the February 15 meeting of the American Society of Perfumers. His paper on "Some Problems in Perfuming Cosmetics" is given elsewhere in this issue. The paper and the discussion which followed were interesting and valuable and a vote of thanks was extended to Dr. McDonough.

Robert Trubek showed tri-dime sion colored pictures of his trip in January to Haiti where he was the guest of Senator Louis Dejoie, head of Establissements Agricoles & Industriels Louis DeJoie. Aside from the beauty of the scenic views those showing the growing and cultivation of vetivert and lemongrass were especially notable. Robert Engel of Trubek Laboratories also spoke. The meeting was conducted by President George Tombak.

The chairmen of various industries sections of the Greater New York Fund at a luncheon given recently by John Burlinson, vice-president of Sheffield Farms Co., chairman of the section. Gerard Danco is third from left.

Leg Make-up Almost Out of Market Since War

Only 13 per cent of the women responding to the survey of the Fawcett reader forum used leg make up in the Summer of 1949—a drop from 30 per cent who used it in 1943, the first year the item was included in the survey. Beauty shop permanents in this period dropped from 77 per cent to 32 per cent. The most universally used cosmetic was lipstick which was used by 99 per cent of the women who answered the survey—just 2 per cent more than the users of dentifrices. The use of eye make-up, face cream and face powder all had small losses percentagewise, possibly because of the popularity of cake make-up. The favorite place to buy cosmetics was the drug store.

Owens-Illinois Promotes Thayer, Colbert

Promotions and assignments affecting a number of branches of the Glass Container Div. of Owens Illinois Glass Co. were announced recently by Smith L. Rairdon, vice president and general sales manager of the company. Among those promoted are James W. Colbert,

James W. Colbert

manager of the firm's New York branch since 1932, who has been made assistant Eastern sales manager with headquarters in New

John W. Thayer

York. Mr. Colbert will be succeeded by John W. Thayer, who has been his assistant since 1945.

Wrisley Offers 10 Cake Soap Assortment for Chain Groceries

The Allen B. Wrisley Co., Chicago, Ill. has introduced a ten cake toilet soap assortment in a special plastic bag for distribution in chain store groceries at 59 cents. A survey by the company showed that 96 per cent of the purchasers liked the assortment; and 86 per cent bought it because of the numerous household uses for the bag. The bag is of clear plastic. The assortment was introduced to the New York market at a gathering sponsored by the company at the Stork Club, February 28.

Lipstick Manufacture Shown on Television

The operations involved in manufacturing lipstick were shown in a television shown last February 28 on New York's station WABD. Beatrice Castle, Fashion Director of Revlon, together with chemists from Revlon's factory showed how oils, waxes and pigments are blended to make lipstick. The materials were blended in an ointment mill, cast in molds, and then flamed in a continuous flaming machine. Chuck Trainum, master of ceremonies on the program, and Miss Castle began the program with a survey of cosmetics used in other parts of the world.

Mexican Vanilla Bean Production to Drop

According to reports from the Mexican Embassy to the Office of Foreign Agricultural Relations Mexico's 1949-50 vanilla bean crop will be only 100,000 pounds. This is less than half the 1948-49 yield of 220,000 pounds. The cause of this decrease is reported to be prolonged drought in the growing area coupled with low prices for the last year's crop which caused farmers to neglect seeding their vines.

Douglas Elected President of Sales Association

Charles V. Douglas of the Heyden Chemical Corp. was elected president for 1950 of the Salesmen's Assn. of the American Chemical Industry, according to a recent announcement.

Other officers chosen by the members were vice president, Paul W. Hiller, Innis, Speiden and Co.; treasurer, Edward A. Bush, Bush Aromatics, Inc.; and secretary, Robert J. Milano, Millmaster Chemical Corp. Directors of the organization who were elected at the last meeting are Warren F. Schumacher, J. T. Baker Chemical Co., Denman C. Peniston, Solvay Sales Corp., and Ralph L. Ericsson, Sumner Chemical Co.

Wife of Kenneth W. Tracy Dies in Douglaston, N. Y.

Mrs. Ethel May Tracy, wife of Kenneth W. Tracy of Fritzsche Brothers Inc., New York, N.Y. died February 23 at her home in Douglaston, N.Y. from adenocarcinoma. She had been ill for some time. Mrs. Tracy is survived by her husband, a son Dr. William K. Tracy of York, Pa. and a daughter Mrs. Marian E. Jamison of Great Neck, N.Y.

Three-Quarters of Revlon Business is in Make-up Items

Despite the fact that Revlon's nail enamel is credited with being the largest selling one in the country it is stated in a booklet issued by Revlon Products Corp., New York, N.Y. to dealers that 75 per cent of its business is done in make-up items other than nail enamel.

Son of Charles W. Crowley Takes Part in Columbia Forum

Charles E. Crowley Jr., son of Charles E. Crowley Sr., president of the Alsop Engineering Corp., Milldale, Conn. took part in the second annual forum for selected students of secondary schools at Columbia University, February 23, 24 and 25. The theme of the foru was "Freedom and Security" and emphasized the part that each plays in democracy. Mr. Crowley represented the Cheshire Academy.

Harry B. McClure Awarded First Commercial Chemical Award

Harry B. McClure, division vice president of the Carbide & Carbon Chemicals Corp., New York, N.Y. will receive the first Commercial Chemical Development Association Honor Award at the annual meeting of association in the Roosevelt Hotel, New York City, March 22. Mr. McClure will speak on "Recent Case Studies in Chemical Development."

The award was established to provide annual recognition of an individual who has made outstanding contributions to the commercial chemical development field. Since 1928 when he joined the Carbide & Carbon Chemicals Corp. Mr. McClure has been responsible for the introduction to industry of about 200 synthetic organic chemicals not previously available on a commercial basis. Mr. McClure took his B. S. and M. S. degrees from the University of Pennsylvania. His work has brought him in contact with many industries.

Mr. McClure's work was notable in the cosmetic field. Emulsions which are all-important in making cosmetics can hardly be visualized without the use of triethanolamine developed under his direction. Carbitol, another product, contributes coupling possibilities and also

W. Kyle Sheffield

L. Tracy Sheffield

acts as an humectant. Other useful contributions by his company to the cosmetic industry include propylene glycol, polyethylene glycols and hydroxycellulose. The company is also developing solvents for manufacturing nail enamel.

Minimum Wage for Soap Industry Fixed at 95 Cents

Effective February 25 workers engaged in the performance of government contracts for more than $10,000 let under the public contracts act must be paid at least 95 cents per hour. Secretary of Labor Maurice J. Tobin announced that this is to be the prevailing minimum wage in the soap industry under the Walsh-Healey public contracts act. The old rate was 40 cents per hour.

Association Calendar

March 19–21—Affiliated Chain Drug Stores, Hotel New Yorker, New York, N.Y.

March 26–30—American Chemical Society, 117th National Meeting, Houston, Texas.

March 27–30—Amer. Drug Mfrs. Assn., Boca Raton Hotel, Boca Raton, Fla.

April 9–13—American Chemical Society, 117th National Meeting, Philadelphia, Pa.

April 11–14—Nat'l Assn. of Chain Drug Stores, Hollywood Beach Hotel, Hollywood, Fla.

April 16–30—American Chemical Society, 117th National Meeting, Detroit, Mich.

April 24–27—American Management Assn., National Packaging Exposition, Navy Pier, Chicago, Ill.

April 27—Amer. Assn. of Candy Technologists, Annual Production Conference, Lehigh University, Bethlehem, Pa.

April 30–May 5—Amer. Pharmaceutical Assn., Traymore Hotel, Atlantic City, N.J.

May 7–10—Flavoring Extract Mfrs. Assn., Hotel Traymore, Atlantic City, N.J.

May 9–10—U.S.P. Convention, Hotel Statler, Washington, D.C.

May 19—Society of Cosmetic Chemists, Savoy-Plaza Hotel, New York, N.Y.

May 21–24—American Spice Trade Assn., Shawnee Inn, Shawnee-on-Delaware, Pa.

May 24–26—Central Atlantic States Assn. of Food and Drug Officials, Chalfonte Hotel, Atlantic City, N.J.

June 4–9—National Confectioners Assn., Waldorf-Astoria Hotel, New York, N.Y.

June 12–13—Chemical Specialties Mfrs. Assn., Drake Hotel, Chicago, Ill.

June 19—BIMS Golf Tournament, Ridgewood, N.J., July 18—Wheatly Hills, Long Island, August 22—Winged Foot, Marmoneck, N.Y.

Average Family Income in 1948 was $3200

The median income of U.S. families was $3200 in 1948, according to a Census Bureau income study just released. This is an increase of $150 over 1947, and $600 over 1944, when the annual study of family income was first made.

According to the report, 8,000,000 families had incomes over $5,000 in 1948. In contrast, 10,000,000 had incomes under $2,000. Since the report covers only cash income, it understates the buying power of rural farm families, Census staff members warn.

Canada to Permit Imports of Labels

According to the Toilet Goods Mfrs. Assn. of Canada the Canadian government will permit U.S. concerns to import completely printed labels after April 1. Previously, the importation of finished labels had been forbidden under the Canadian Import Control Regulations except in a few special cases.

France and Italy Reserve Space at Trade Fair

Entry of France and Italy into the First United States international Trade Fair was confirmed recently when space reservations from the two countries were received. Both countries will exhibit cosmetics, apparel and accessories, electrical equipment and many other products.

Sheffield Tube Corp. Celebrates 100th Business Year

The forerunner of today's Sheffield Tube Corp. was founded as a toothpaste business in 1850 by Dr. W. W. Sheffield, a noted New England dentist and chemist.

This business was carried on by Dr. W. W. Sheffield's son, Dr. L. Tracy Sheffield, who was the first to put toothpaste in tubes in 1892. By this time the demand for toothpaste had increased to a point where the manufacture of collapsible metal tubes for the Sheffield product was begun on a small scale. At the turn of the century a tube manufacturing plant was established and this plant, now greatly expanded, operates as The Sheffield Tube Corporation under the management of the third and fourth generations of the original Sheffield family.

The Sheffield Tube Corp. of 1950 manufactures tubes for toothpaste, cosmetics, toiletries, medicinals, pharmaceuticals, lubricants, liquid cements and kindred items. Its position of leadership in the industry may be attributed to the progressive outlook of its management down through the years. It has continued in the vanguard of dentifrice developments of note, being the first tube manufacturer to supply tubes with internal tube liners suitable for protection of the much publicized ammoniated dentifrices.

The factory and home offices of the corporation are under th guidance of President L. Tracy Sheffield in New London, Conn. New York sales and exports are directed by Executive Vice-President and Secretary W. Kyle Sheffield. The Chicago sales office is managed by Charles Arch and Kyle Sheffield's son, Peter K. Sheffield is associated with him. The West Coast sales office in Los Angeles is managed by First Vice-President Thomas C. Sheffield, son of L. Tracy Sheffield.

Announcing **VEEGUM HV**

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Write for information on the new VEEGUM HV. If you have not received your free work book of detailed Veegum properties plus dozens of cosmetic and household formulation procedures, write for it today.

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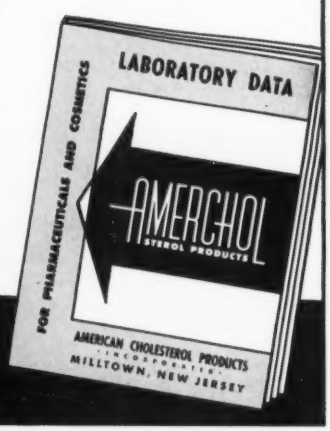
Have you tried AMERCHOL L-101 Liquid Cholesterol Penetrant for your hair preparations?



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Plans for T.G.A. Meeting May 16, 17 and 18

Charles A. Pennock, president of the Toilet Goods Assn., has sent a letter to all members advising them that plans for the annual meeting to be held at the Waldorf Astoria Hotel, New York, N.Y. May 16, 17 and 18 are progressing favorably.

Beauty Brew Beer Shampoo Opens New Sales Drive

Beauty Brew Beer Shampoo marketed by Beauty Brew Inc. formerly known as Frank A. Weaner & Co., Chicago, Ill. has just launched a sales drive in three major markets. The product was tested in Columbus, Ohio, last Spring and nationally last Summer. The drive is emphasizing the new 1½ oz. miniature beer bottle in which the shampoo is packed.

Hudnut Holds Valentine Contest For N.Y. Heart Assn.

An exhibit of original Valentines created by fashion designers for the benefit of the New York Heart Campaign was on display early in February at the Richard Hudnut Salon in New York. The public was asked to vote for the Valentine it liked best and a check for $500 was given to the Heart Fund in the name of the winner.

T.G.A. Issues Standard For Urea

The Toilet Goods Assn. has published its Standard No. 33, for urea. The association recommends that purchasers of this material use the T.G.A.'s standard as a minimum specification.

Australian Cosmetic Production Trebled in Last Decade

Harry L. Fader, chairman of the board of the newly formed company Potter & Moore (Australia) Pty., Ltd. reported according to a dispatch in *Soap, Perfumery & Cosmetics* that Australian production of cosmetics had trebled in the last ten years. He says that although Australian women have often been criticised by overseas beauty experts for their allegedly faulty use of cosmetics, he is sure that in recent years they have learned to select and apply cosmetics in good taste. "They have little to learn from their overseas sisters," he adds. Mr. Fader recently left Australia for a business visit to the United States, where he will study the latest approach to the production of colour cosmetics and the latest trends in cosmetic make-up and colour harmony. Before he left he pointed out that cosmetic and perfumery manufacture was now a major industry throughout the world.

National Chemical Exhibition To Be Held Sept. 5 to 9

The Sixth National Chemical Exhibition by the Chicago section of the American Chemical Society will begin on September 5 and end on September 9. Running concurrently with the 118th national meeting of the American Chemical Society in Chicago, the exhibition will be seen by an estimated 50,000 persons.

6½ Million Gross Glass Containers Shipped in 1949

During 1949 glass makers shipped a total of 6,606,301 gross of glass containers to manufacturers of cosmetics and toiletries, according to U.S. Dept. of Commerce figures. In 1948 there were 6,470,873 gross of glass containers shipped to cosmetics manufacturers. During 1949 the number of narrow necked containers increased over those shipped in 1948 while the volume of wide mouthed containers was reduced.

Winners of Beauty Fashion Awards Announced

Beauty Fashion awards for 1949 have been presented to Charles of the Ritz for merchandising policy; to Helena Rubinstein Inc. for promotion of hair cosmetics; to Elizabeth Arden Inc. and Dana Perfumes Inc. for advertising; and to Lucien Lelong for packaging. The awards were established over ten years ago to encourage the maintenance of a high standard of merchandising practice in the cosmetic industry.

Philadelphia College Holds Alumni Dinner

The Philadelphia College of Pharmacy and Science held its Mid-Winter Alumni Reunion Dinner on February 23. Speaker at the affair was Dr. William A. Feirer, executive vice president of Sharp & Dohme, Inc. After dinner the alumni watched a three act comedy presented by the Courtyard Players.

National Packaging Conference Set for April 24–27

At a recent meeting of the Planning Council of the Packaging Division of the American Management Assn. plans were made for the Council's annual conference on packaging, packing and shipping to be held concurrent with the AMA's 19th National Packaging Exposition at Navy Pier in Chicago, April 24-27.

What Happens When 2000 Families Go Shopping

What happens when 2000 typical American families go shopping will be told when the Brand Names Foundation Inc. issues its composite picture of its findings in a nation wide survey of family buying habits. Family and individual loyalty to brand names will also be shown.

Schulton Gets Florists' Advertising Award

Shulton, Inc., New York, and its advertising agency were given the Flower Advertising Award for the outstanding use of flowers in advertising during 1949. The award, by the Society of American Florists, was presented to George L. Schultz, vice-president of Shulton and L. G. Wesley of Wesley Associates, the firm's advertising agency, by Edward J. McCarthy former president of the Society.

Bill in Massachusetts Requires Registration of All Trade Marks

House bill 119 being considered by the Massachusetts legislature provides for the mandatory registration of all trade marks in the state.

Among Our Friends

DOANE HAGE who was associated with the Arthur Colton Co. for many years embarked in business for himself February 1 with offices in 30 Church St., New York, 7, N.Y. He is specializing in new and rebuilt process and packaging machinery and equipment for the soap, cosmetic, pharmaceutical and chemical industries.

CHARLES B. BELNAP of the Owens-Illinois Glass Co. has been elected a director of Arthur D. Little Inc., Cambridge, Mass.

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Slightly peppery, PIMENTHENE is a completely new scent to be added to Floral Compositions. It emits a penetrating odor as strong as the aldehydes, but with a decidely new fullness.

Maintaining its character throughout, it dries with a softness and delicacy unmatched in modern perfumery.

A small percentage of PIMENTHENE in your perfume will enrich the complete odor ensemble.

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ELMER SHEETS has been appointed West Coast representative for Guerlain, Inc. and will work under E. K. Stoyanoff, sales manager.

FRED J. BEYER executive vice president, P. R. Dreyer Inc. New York has returned from Florida.

ROBERT H. STEINACHER who has been sales representative in Minnesota, Wisconsin and the Dakotas for Prince Matchabelli Inc. for the past three years is to cover the major Eastern cities in future. RAY DORAN will take over his previous territory.

HENRY KREBS recently became the forty-third member of the Veterans' Organization of George Lueders & Co., New York. Mr. Krebs, a member of the transportation department, has been with the company for 25 years. He was honored at a luncheon at the Drug and Chemical Club.

G. WALTER BROWN, executive vice president of Bristol-Myers Co. of Canada, Ltd. was recently appointed managing director of the company. C. GEORGE HEATH was appointed assistant vice president and assistant secretary of the firm.

R. P. NEPTUN has been elected vice president in charge of field sales of the New York Quinine & Chemical Works, Inc., Brooklyn, N.Y.

ALLAN EMANUEL has joined the Berje Products Co., New York, N.Y. in a sales capacity and will cover the metropolitan area.

R. J. HERMAN has been transferred to the Chicago office of the Chemical Products Section of the Atlantic Refining Co. where he will handle the company's alkyl aryl sulfonate type synthetic detergents and other of the company's chemical products in the midwest.

A. ABBA ORLINGER has been appointed a member of the Committee on Patent Office Practices re Chemical Inventions by the Patent and Trade Mark Section of the American Bar Assn. Having served for over eleven years as patent and trade mark counsel for Sharp & Dohme Inc. Philadelphia, Pa. Mr. Orlinger recently returned to private practice specializing in patent and trade mark and related law with offices at 20 Pine St., New York, N.Y. Mr. Orlinger held in succession the Hofmann scholarship and the Bloede Scholarship awarded by the Chemists Club of New York while studying chemical engineering at the Massachusetts Institute of Technology. After obtaining his B. S. degree in chemical engineering there he was selected for the School of Chemical Engineering Practice and secured his Master of Science degree from M.I.T. in 1922. He then engaged in chemical engineering work with the Henry Souther Engineering Co., the Central Dyestuff & Chemical Co. and the Grasselli Chemical Co. until 1928. In 1929 he was graduated from the law school of St. Lawrence University and after being admitted to the bar the following year practiced patent and trade mark law in New York. He joined Sharp & Dohme in 1937 and while with that concern served as chairman of the Patents and Trade Marks Committee of the American Drug Manufacturers Assn. He was also a member of the Judicial and Legislative Committee of the Philadelphia Patent Law Assn., a member of its board of governors and also on its Special Committee on Chemical Practice on which he is still serving.

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A useful element in modern perfumes; it develops a sweet, mossy character, with a woody note.

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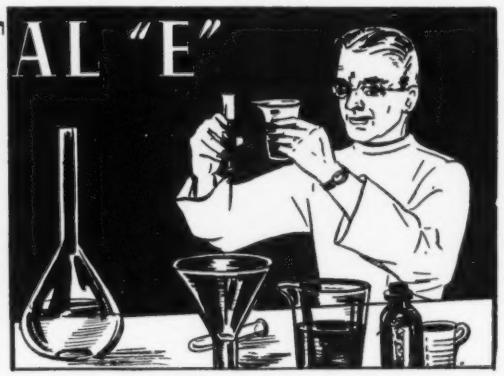

This oil has been the standard for many of America's very oldest cream manufacturers since their origin. It is water-white and crystal-pure . . . odorless and tasteless . . . of U. S. P. Acid Test and free of fluorescence . . . especially refined for the cosmetic industry and as pure as a mineral oil can be made. Because of its extra lightness you should specify it for the soft, light, fluffy creams demanded today.

Other mineral oils of heavier body if desired.

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All Petrolatums are refined and straight filtered from Pennsylvania Crude. None are acid treated and all are long fiber and of U. S. P grades.

Both soft, low melting point consistencies and pharmaceutical grades . . . as well as the regular grades for the drug and cosmetic industry. All grades are offered from Snow White to Amber.

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JOHN F. COLGATE, a director of Colgate-Palmolive-Peet Co., New York, N.Y. is chairman of the Soap Division of the 1949 fund drive of the Travelers Aid Society of New York.

NILS S. DAHL general manager of the John T. Stanley Co., New York, N.Y. is chairman of the Soaps Division of the 1950 Red Cross Fund campaign of Greater New York.

HARRY B. WASSERMAN has resigned as president and general manager of Bombi, Inc. New York, N.Y.

JAMES S. HAUCK, formerly of Lehn & Fink Products Corp. is now associated with Manufacturers' Marketing Co. (USA) Inc. New York, N.Y. He will handle the distribution of Atkinson cologne, a Unilever product.

A. F. MUNRO, dean of the export managers in the drug and cosmetic industries who has traveled throughout practically every country where cosmetics are sold has resigned as vice president in charge of the Export Division of the Northam Warren Corp., Stamford, Conn. He has been associated with the company for 26 years. April 1, R. L. POLK will take over the direction of the Export Division.

ROBERT F. JOHNS has been appointed executive vice president and general manager of Jacqueline Cochran Inc., New York, N.Y. His work includes the distribution of Nina Ricci perfumes. He was formerly executive vice president and general manager of Elizabeth Arden Inc. Prior to that he was vice president of Paine's of Boston and merchandise manager of the R. H. Stearns Co., Boston.

DR. EDWARD J. MASTERS, who was unanimously elected vice-chairman of the Scientific Section of the T.G.A. at the recent meeting, studied under Professor Marston T. Bogert at Columbia University, receiving his Ph.D. in organic synthetic chemistry in 1942. A member of Sigma Xi, Phi Lambda Upsilon, and the American Chemical Society, he is at present factory manager of the Helena Rubinstein plant, and prior to that was manager of the Waterloo Plant of Evans Chemetics, Inc.

ARTHUR GOLDMANN formerly of Standard Synthetics Inc. and the Edward Remus Co., New York, N.Y. has been appointed eastern sales agent for the Mutual Citrus Products Co., Inc.

FRANK R. PLUM has been appointed director of sales of the American Machine & Foundry Co.'s bakery division which manufactures mixers for the cosmetic and allied industries.

Obituary

Julius Meyer

Julius Meyer, treasurer of Arrow Laboratories Inc., New York, N.Y. died February 9. He is survived by his widow the former Miss Helen Tersch, a daughter, a brother and a sister.

Fillmore S. DeVoin

Fillmore S. DeVoin, West Coast representative for Guerlain, Inc. died recently at the age of 71. He had been Guerlain's western representative for 22 years and was well known in the cosmetic industry. He is survived by his widow and three sisters.

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Left: Oblong—cork-finish closure
Center: Square—C. T. finish closure
Right: Fancy oval—C. T. finish closure

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Market Report

Oil Prices Stay at High Levels

The upward price trend, particularly in essential oils, that started some months ago has leveled off. Most of the articles are holding their gains however with supply and economic conditions suggesting further advances as demands for replacements by various consuming industries grow more pressing.

Virtually all offerings of Bourbon ylang ylang were withdrawn and prices on all varieties of vanilla beans became entirely nominal as the result of a cyclone which hit Antalaha, the center of the producing area in Madagascar. News of the storm had an immediate effect upon vanilla beans where the supply position had already caused much concern among major importers. The 1949-50 crop in Mexico is unusually small (about 50 tons) and prior to the cyclone, estimates placed the total number of French beans in sight at only 200 tons to meet total world requirements for two years. Annual domestic consumption of vanilla beans amounts to 350 to 400 tons. Oil ylang ylang was among the first of the oils to be affected by the news regarding the cyclone because of the fact that production of the article has been steadily declining in the Island of Reunion. Many of the ylang ylang trees are so old it is explained that they have been producing less oil each year. Other floral oils affected by the news of the storm included vetiver and geranium.

Citrus Oils Firmer

Turkish geranium oil displayed a hardening trend as the result of higher shipping prices quoted from India. Algerian geranium oil was likewise firmer on higher cables and limited offers from the primary center. Citrus oils were generally firmer to stronger. Exchange brand of California lemon oil was fully maintained at the recent advance of 25 cents a pound and prices on independent brands gradually edged up closer to the higher level prevailing on the Exchange oil. Florida orange oil, which has proved one of the weakest items in the citrus oil group, showed increasing signs of firmness, and it is believed that mounting costs will eventually be reflected in the market especially when buying improves with the approaching spring season. No price movements were uncovered in lime oil. Some found demand an improvement over the previous month. More consumers were inquiring, and although it is still rather early in the year, some purchases for spring requirements are expected to be noted in the weeks ahead.

Spices Stronger

The seed and spice oils continued to be featured by a generally strong tone. Clove received a setback when some houses lowered their selling prices but the turn of events in spice suggested an early reversal in the downward trend of the oil. High costs of spice do not forecast an early return to normal prices on oil ginger for some time to come. A relaxation in the demand for derived products served to check the upward movement in anise oil prices. Replacements in China remained highly uncertain, however, and local stocks have been fairly well depleted. Small lot orders for cassia oil were sufficient to lend considerable support to the prices quoted on spot especially in view of the chaotic conditions that continued to prevail in the replacement market.

Benzol in Short Supply

Some concern was expressed in aromatic chemicals regarding the critical supply position in benzol. Benzol has been the most seriously affected by the slowing down of coke oven operations since producers never did catch up on deliveries since the steel strike last year. Phenol was also difficult to obtain and toward the close of last month the tight supply position in coke oven toluol and xylol placed such a burden upon the demand for these products from the petroleum industry, that deliveries were being allocated to regular consumers.

Demand for aubepine liquid has fallen off from the level of a month ago. For a time or when the antihistamines were first introduced to the consumer trade, a fairly heavy demand was noted for aubepine liquid. Safrol displayed an irregular tone over the past month although fluctuations were generally confined within narrow limits.

For the first time in many months, the demand for refined glycerin turned spotty. Barring serious labor difficulties, or the sudden influx of foreign crude, the glycerin market should remain in a relatively firm position over the first half of this year. Some additional lots of Argentine crude glycerin were offered in this market, but the prices quoted for the material were about ¾ cent a pound above domestic crude prices, and as a result, little or no business developed.

Mild Winter Cuts Menthol Prices

Menthol suffered a rather severe setback over the past month with prices declining 35 to 40 cents per pound. The mild winter and the introduction of the antihistamines served to have an adverse influence upon consumption over the past several months. Cutting of the new mint crop in Brazil was delayed this year because of rains, and for this reason, firm offerings of menthol from the new mint are very late. Estimates place this yaar's menthol production in Brazil at between 130 to 140 tons which will be greater than last year's production of less than 100 tons.

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Composition Waxes Red Oil Yellow Beeswax

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(Quotations on these pages are those made by local dealers, but are subject to revision without notice)

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All prices per lb. unless otherwise specified.

Almond Bit, FPA per lb.	4.00@	4.75
Sweet True	.80@	1.00
Apricot Kernel	.50@	.58
Amber, rectified	Nominal	
Angelica Root	125.00@	190.00
Anise, U. S. P.	1.30@	1.35
Aspic (spike) Span	1.00@	1.45
Avocado	1.10@	1.50
Bay	1.25@	2.00
Bergamont	4.50@	4.85
Artificial	2.10@	3.00
Birch, sweet	2.25@	5.40
Birchtar, crude	1.00@	1.50
Birchtar, rectified	4.25@	5.00
Bois de Rose	3.25@	3.50
Cade, U. S. P.	.40@	.60
Cajeput U. S. P.	2.35@	2.50
Calamus	20.00@	25.00
Camphor "White"	.25@	.50
Cananga, native	3.00@	3.40
Rectified	3.75@	3.90
Caraway	4.00@	4.50
Cardamon	58.00@	70.00
Cassia, rectified, U. S. P.	2.10@	2.35
Cedar leaf U. S. P.	1.75@	2.00
Cedar Wood	.40@	.55
Celery	15.00@	16.00
Chamomile Roman	250.00@	280.00
Cinnamon bark oil	30.00@	55.00
Citronella, Ceylon	1.05@	1.15
Java type	1.85@	2.25
Cloves, Zanzibar	1.65@	2.00
Madagascar	1.50@	1.85
Coriander	30.00@	35.00
Imitation	10.00@	12.50
Croton	5.20@	6.50
Cumin	6.35@	10.10
Dillweed	5.75@	6.50
Erigeron	5.00@	5.80
Eucalyptus	.70@	1.45
Fennel, Sweet	2.65@	3.00
Geranium, Rose, Algerian	12.00@	16.50
Bourbon	14.50@	18.00
Turkish	6.50@	9.00
Ginger	23.00@	30.00
Guaiac (Wood)	1.90@	2.20
Hemlock	1.60@	2.00
Juniper Berry	3.00@	5.00
Laurel leaf	10.00@	12.50
Lavandin	1.35@	2.00
Lavender, French	2.20@	5.00
Lemon, Calif.	2.95@	3.25
Italian	2.80@	5.00
Lemongrass	2.35@	3.00
Limes, distilled	5.80@	6.25
Expressed	6.85@	10.00
Lovage (oz.)	11.00@	
Mace	3.45@	3.85
Marjoram	3.50@	4.50
Neroli, Bigarde P.	85.00@	95.00
Petale, extra NF	130.00@	185.00
Nutmeg	3.50@	4.00
Ocotea Cymbarum	.80@	1.00
Olibanum	5.00@	8.75
Opopanax	30.00@	35.00
Orange, Florida	.50@	.75
Brazilian	.90@	1.00
Calif., exp.	.75@	1.00
Origanum Spanish	2.50@	3.50
Orris Root, abs. (oz.)	80.00@	100.00
Artificial	36.00	Nom'l
Palmarosa	7.75@	9.00
Patchovli		
Pennyroyal, Amer.	4.10	Nom'l
European	4.60@	5.80
Peppermint natural	5.85@	6.00
Redistilled	6.20@	6.70
Petitgrain	2.20@	2.75
Pimento Berry	3.85@	5.50
Pinus Sylvestris	2.50@	2.65
Pumilio	2.80@	3.15
Rose, Bulgaria (oz.)	25.00@	56.00
Synthetic, lb.	20.00@	28.00
Rosemary, Spanish	1.00@	1.40
Sage, Spanish	1.25@	2.00
Sage, Dalmation	4.50@	5.00
Sandalwood, N. F.	11.50@	12.25

(Continued on page 255)

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Ethyl Capronate	3.30@	3.75
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Ethyl Formate	.65@	.75
Ethyl Propionate	.75@	1.00
Ethyl Salicylate	.80@	.95
Ethyl Vanillin	6.75@	6.80
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Eugenol	2.05@	2.85
Geraniol, dom.	3.25@	3.50
Geranyl Acetate	2.70@	3.60
Geranyl Butyrate	5.25@	6.10
Geranyl Formate	5.45@	6.10
Guaiac Wood Acetate	6.00@	6.75
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Hydroxycitronellal	6.75@	8.00
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Beta	7.80@	8.60
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Iso-butyl Benzoate	1.10@	1.75
Iso-butyl Salicylate	2.15@	3.00
Iso-eugenol	3.35@	3.85
Iso-safrol	2.00@	2.80
Linalool	4.60@	6.35
Linalyl, Acetate 90%	4.35@	4.70
70%	4.00@	4.60
Linalyl Formate	10.75@	12.00
Linalyl Propionate	9.50@	11.00
Menthol	10.00@	10.50
Methyl Acetophenone	1.50@	1.90
Methyl Anthranilate	2.40@	2.65
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(Continued on page 257)

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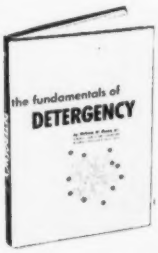

by William W. Niven, Jr.
Midwest Research Institute

1950 · 260 pages · illustrated · $5.50

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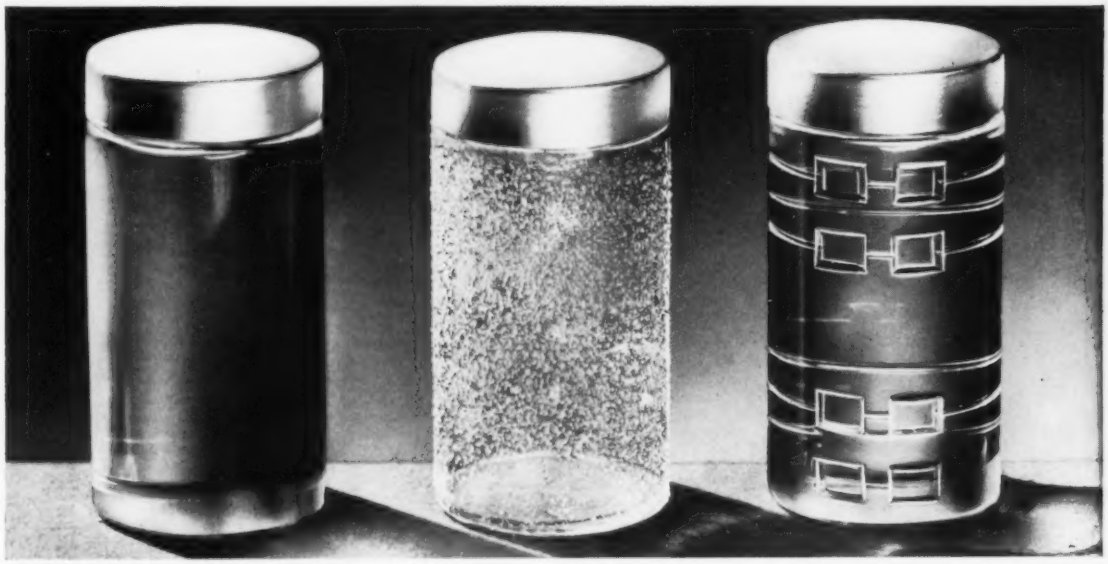

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